

1977 CENSUS OF RETAIL TRADE

VOLUME 3

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN STATISTICAL AREAS

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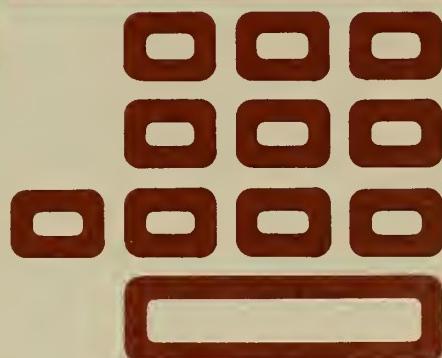
Major Retail Centers
in Standard Metropolitan
Statistical Areas

Virginia

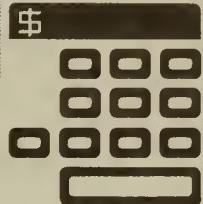


1977
CENSUS OF
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RETAIL
TRADE**



Major Retail Centers
in Standard Metropolitan
Statistical Areas

Virginia



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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

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This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

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WHAT IS IN THE TABLES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
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Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales	
		City	Standard metropolitan statistical area	Central business district	City

AIDS TO TABLE USE

DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
-	Zero.
*	Independent city.

INTRODUCTION

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HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

¹Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores¹ located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.² MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

¹ An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

² Minimum square footage criterion was waived in a few special cases at request of local CSAC.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.¹ ²
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

¹ For all establishments, including those with no payroll.

² Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

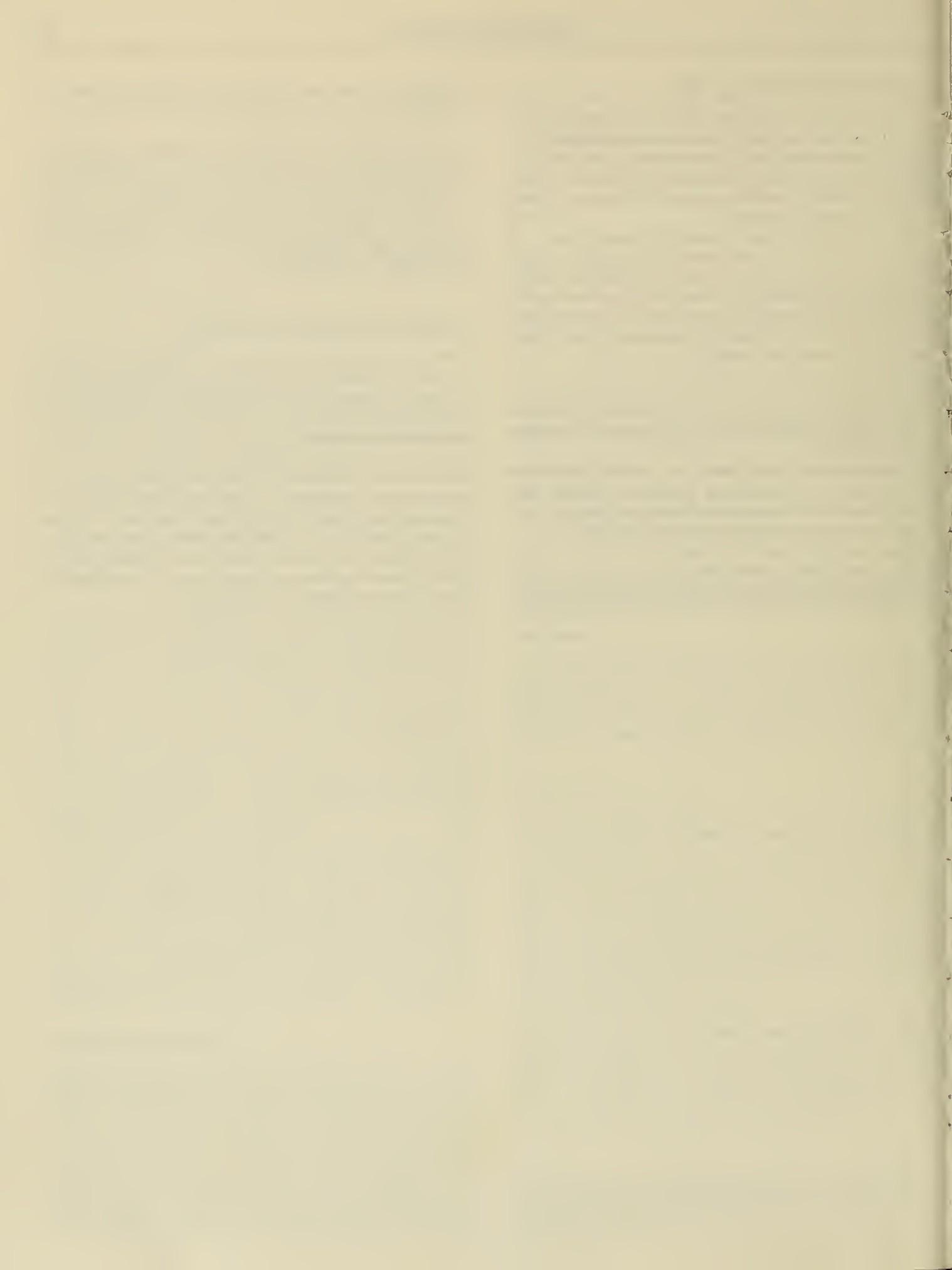
4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.



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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

MAPS

Standard Metropolitan Statistical Area
Central Business Districts
Major Retail Centers

TABLES

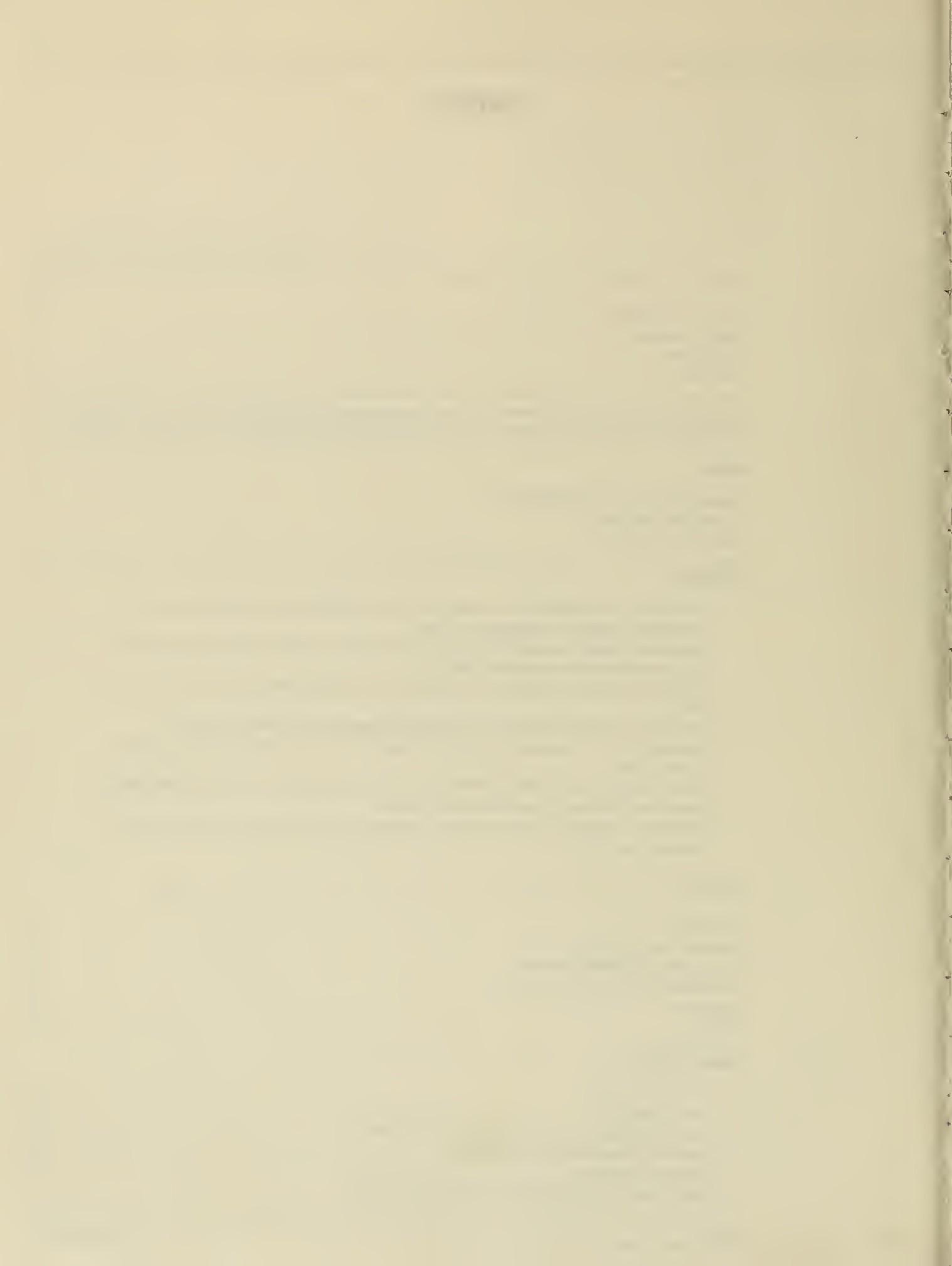
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SMSA's

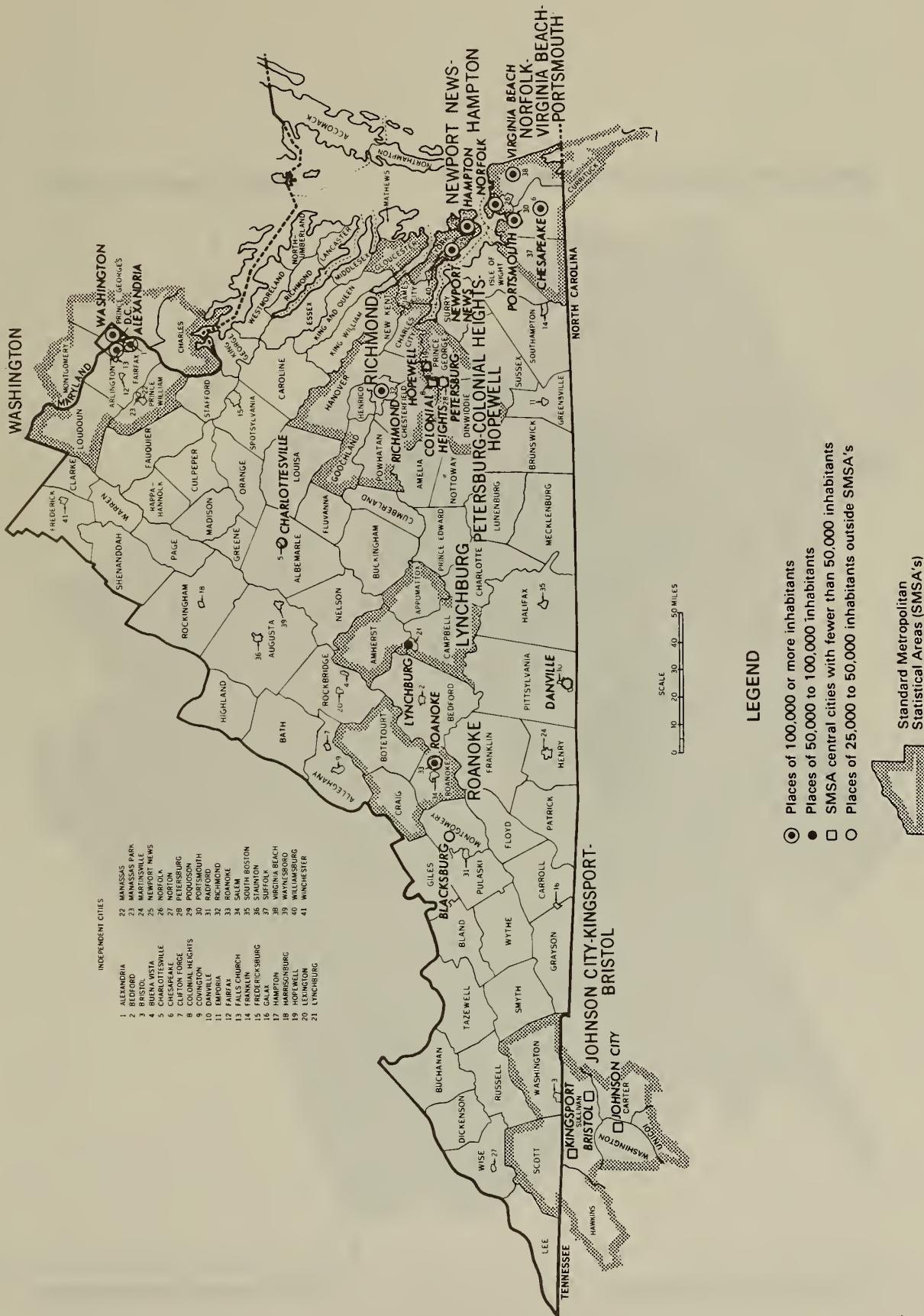
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VIRGINIA



LEGEND

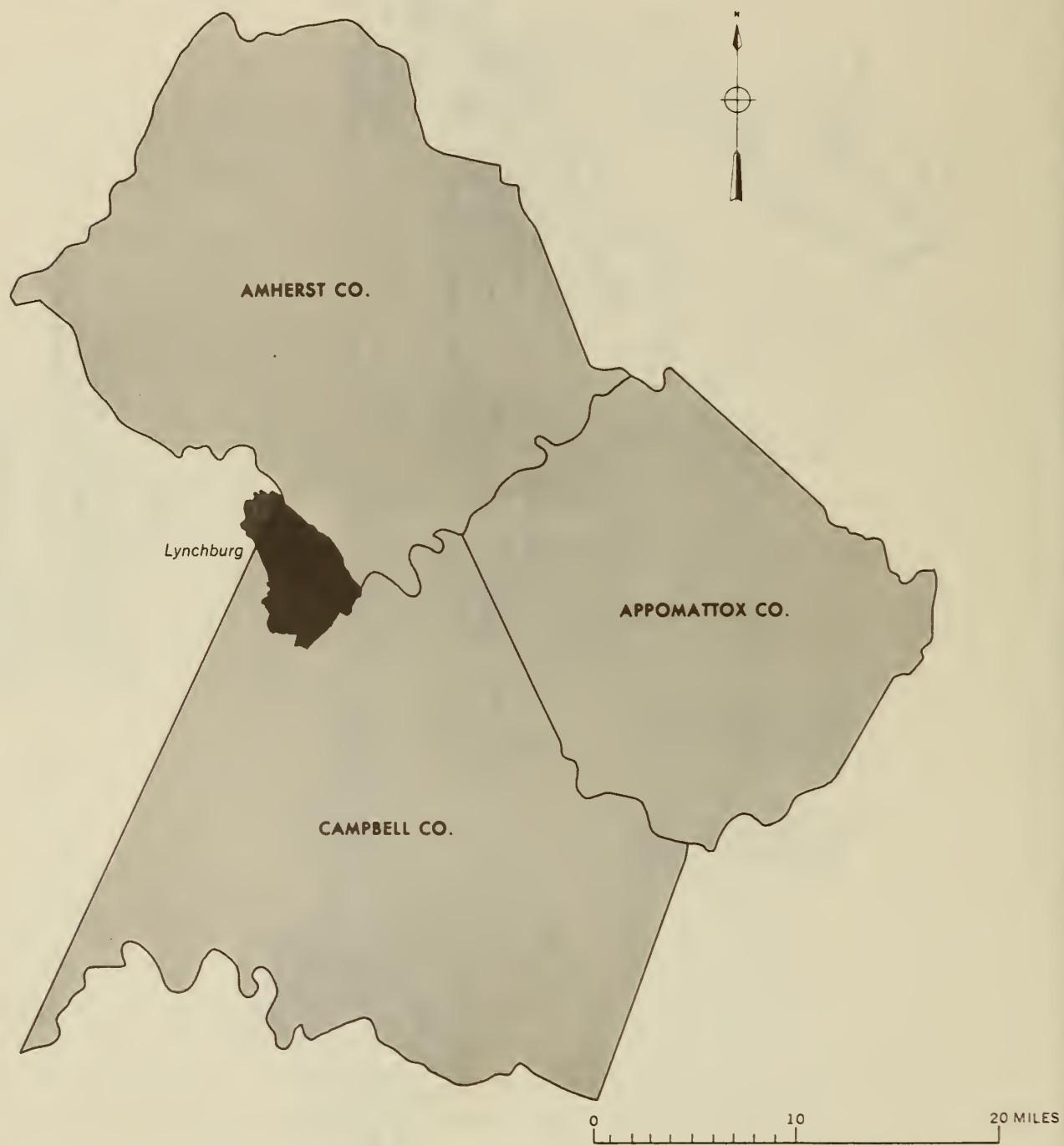
- Places of 100,000 or more inhabitants
 - Places of 50,000 to 100,000 inhabitants
 - SMSA central cities with fewer than 50,000 inhabitants
 - Places of 25,000 to 50,000 inhabitants outside SMSA's



Standard Metropolitan
Statistical Areas (SMSA's)

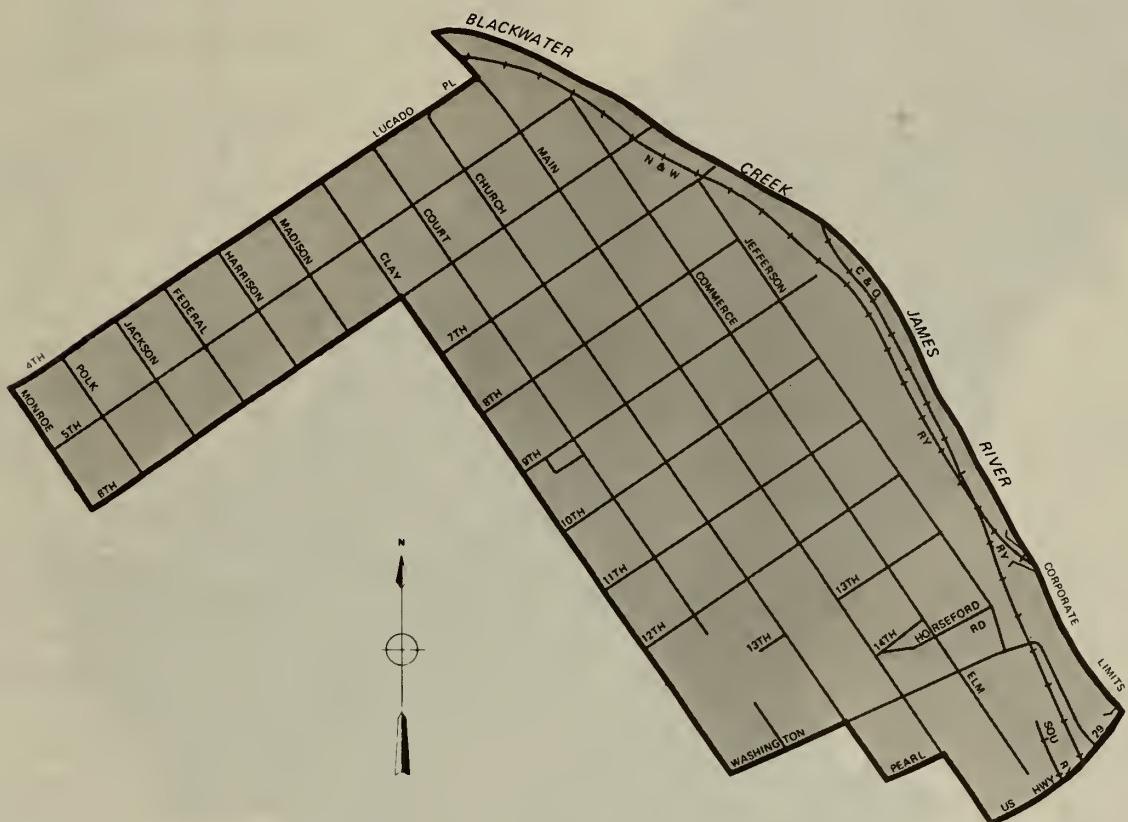
LYNCHBURG

Standard Metropolitan Statistical Area



LYNCHBURG

Central Business District



Comprising Census Tract 5

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LYNCHBURG

Central City

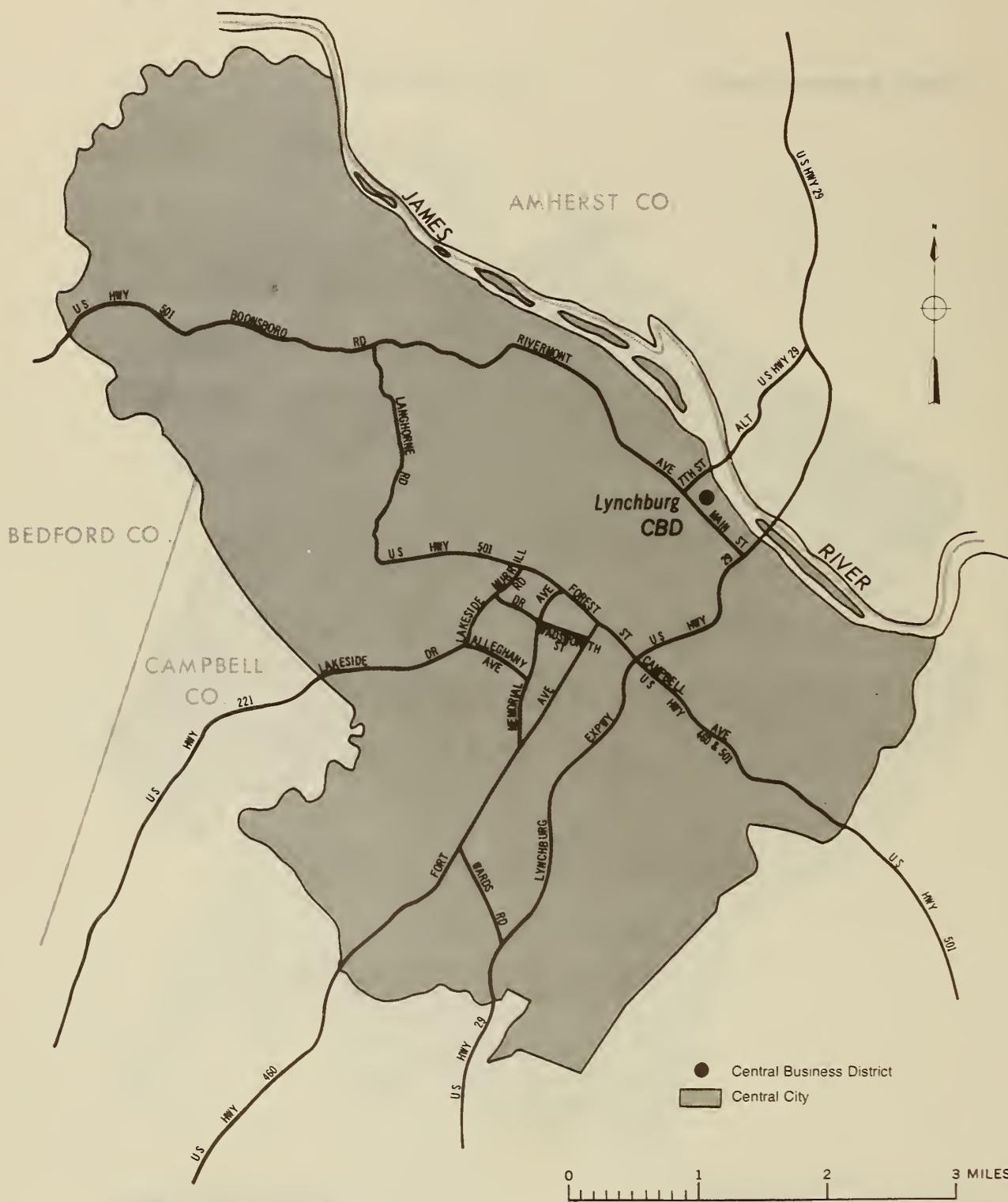


Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	Retail stores:^{1, 2}			
	Number	1 136	615	95
	Sales (\$1,000)	479 942	310 535	31 269
	Payroll entire year (\$1,000)	54 109	38 399	5 964
	Paid employees for week including March 12	8 385	6 056	919
54, 58, 591	Convenience goods stores:			
	Number	430	213	25
	Sales (\$1,000)	166 154	105 287	4 289
53, 56, 57; 594	Shopping goods stores (GAF):³			
	Number	290	189	44
	Sales (\$1,000)	114 639	(D)	15 649
52, 55, 59, ex. 591, 4, 6	All other stores:			
	Number	416	213	26
	Sales (\$1,000)	199 149	(D)	11 331
	Number of Establishments			
	Retail stores^{1, 2}	1 136	615	95
52	Building materials, hardware, garden supply, and mobile home dealers	51	23	1
525	Hardware stores	12	4	-
52 ex. 525	Other	39	19	1
53	General merchandise group stores	44	19	5
531	Department stores ⁴	9	7	2
533	Variety stores	13	6	1
539	Miscellaneous general merchandise stores	22	6	2
54	Food stores⁵	219	79	5
541	Grocery stores	190	63	4
55 ex. 554	Automotive dealers	102	54	7
554	Gasoline service stations	125	51	2
56	Apparel and accessory stores	64	52	15
561	Men's and boys' clothing and furnishings stores	13	13	9
562, 3, 8	Women's clothing and specialty stores and furriers	25	20	4
562	Women's ready-to-wear stores	23	18	4
565	Family clothing stores	7	2	1
566	Shoe stores	9	9	1
564, 9	Other apparel and accessory stores	10	8	-
57	Furniture, home furnishings, and equipment stores	93	56	9
5712	Furniture stores	39	23	8
5713, 4, 9	Home furnishings stores	20	13	-
572, 3	Household appliance, radio, television, and music stores	34	20	1
58	Eating and drinking places	174	110	16
5812	Eating places	167	106	15
5813	Drinking places (alcoholic beverages)	7	4	1
591	Drug and proprietary stores	37	24	4
59 ex. 591, 6	Miscellaneous retail stores⁶	227	147	31
592	Liquor stores	10	6	1
594	Miscellaneous shopping goods stores	89	62	15
5992	Florists	31	18	3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

Table 2 omitted for this SMSA because
there were no central business districts
with 100 retail establishments or more
in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lynchburg*					
	Retail stores ² -----	615	310 535	38 399	9 127	6 056
52	Building materials, hardware, garden supply, and mobile home dealers -----	23	12 859	1 372	281	151
525	Hardware stores -----	4	299	34	13	9
52 ex. 525	Other -----	19	12 560	1 338	268	142
53	General merchandise group stores -----	19	(D)	8 216	1 891	1 404
531	Department stores ³ -----	7	(D)	(D)	(D)	(D)
533	Variety stores-----	6	3 164	507	113	91
539	Miscellaneous general merchandise stores-----	6	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	79	68 443	6 336	1 505	775
541	Grocery stores-----	63	66 659	6 065	1 448	720
55 ex. 554	Automotive dealers -----	54	49 084	4 915	1 313	525
554	Gasoline service stations-----	51	17 495	1 312	320	247
56	Apparel and accessory stores-----	52	13 065	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	13	(D)	576	142	80
562, 3, 8	Women's clothing and specialty stores and furriers -----	20	(D)	808	180	167
562	Women's ready-to-wear stores -----	18	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	9	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	8	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	56	15 124	2 593	633	306
5712	Furniture stores -----	23	7 985	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	13	3 175	634	165	76
572, 3	Household appliance, radio, television, and music stores-----	20	3 964	(D)	(D)	(D)
58	Eating and drinking places-----	110	24 472	6 151	1 398	1 488
5812	Eating places -----	106	24 207	6 095	1 377	1 465
5813	Drinking places (alcoholic beverages) -----	4	265	56	21	23
591	Drug and proprietary stores -----	24	12 372	1 482	336	250
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	147	(D)	(D)	(D)	(D)
592	Liquor stores -----	6	5 587	301	73	36
594	Miscellaneous shopping goods stores-----	62	(D)	1 251	305	200
5992	Florists -----	18	1 377	267	62	56

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Lynchburg, Va., SMSA					
	Retail stores ² -----	1 136	479 942	54 109	12 957	8 385
52	Building materials, hardware, garden supply, and mobile home dealers -----	51	21 928	2 554	563	300
525	Hardware stores -----	12	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	39	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	44	68 326	9 147	2 026	1 534
531	Department stores ³ -----	9	52 109	7 681	1 711	1 274
533	Variety stores-----	13	5 029	736	148	125
539	Miscellaneous general merchandise stores-----	22	11 188	730	167	135
54	Food stores ⁴ -----	219	114 708	9 758	2 414	1 301
541	Grocery stores-----	190	112 537	9 433	2 347	1 237
55 ex. 554	Automotive dealers -----	102	101 230	9 092	2 276	928
554	Gasoline service stations -----	125	37 239	2 420	601	494
56	Apparel and accessory stores -----	64	14 310	2 121	502	382
561	Men's and boys' clothing and furnishings stores -----	13	(D)	576	142	80
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	(D)	857	193	184
562	Women's ready-to-wear stores -----	23	(D)	(D)	(D)	(D)
565	Family clothing stores -----	7	(D)	169	44	24
566	Shoe stores -----	9	(D)	400	99	68
564, 9	Other apparel and accessory stores -----	10	(D)	119	24	26
57	Furniture, home furnishings, and equipment stores-----	93	22 515	3 692	973	438
5712	Furniture stores -----	39	11 699	1 940	496	238
5713, 4, 9	Home furnishings stores -----	20	3 774	703	181	85
572, 3	Household appliance, radio, television, and music stores-----	34	7 042	1 049	296	115
58	Eating and drinking places-----	174	31 094	7 703	1 749	1 893
5812	Eating places -----	167	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	7	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	37	20 352	2 487	597	392
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	227	48 240	5 135	1 256	723
592	Liquor stores -----	10	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	89	9 488	1 380	338	230
5992	Florists -----	31	2 159	344	82	83

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Lynchburg					
	Retail stores ² -----	119	44 206	6 822	1 804	1 343
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	5 988	1 002	342	284
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores -----	11	3 477	305	76	66
55 ex. 554	Automotive dealers -----	8	17 060	2 246	559	314
554	Gasoline service stations -----	7	857	87	21	24
56	Apparel and accessory stores -----	21	3 889	756	213	173
561	Men's and boys' clothing and furnishings stores -----	9	1 776	372	113	64
562, 3, 8	Women's clothing and specialty stores and furriers -----	6	1 241	259	72	76
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	-	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	10	5 872	1 144	268	170
5712	Furniture stores -----	8	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	2	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	21	1 295	317	73	100
5812	Eating places -----	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	32	4 868	862	229	189
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	13	2 126	482	126	100
5992	Florists -----	4	378	80	20	23

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

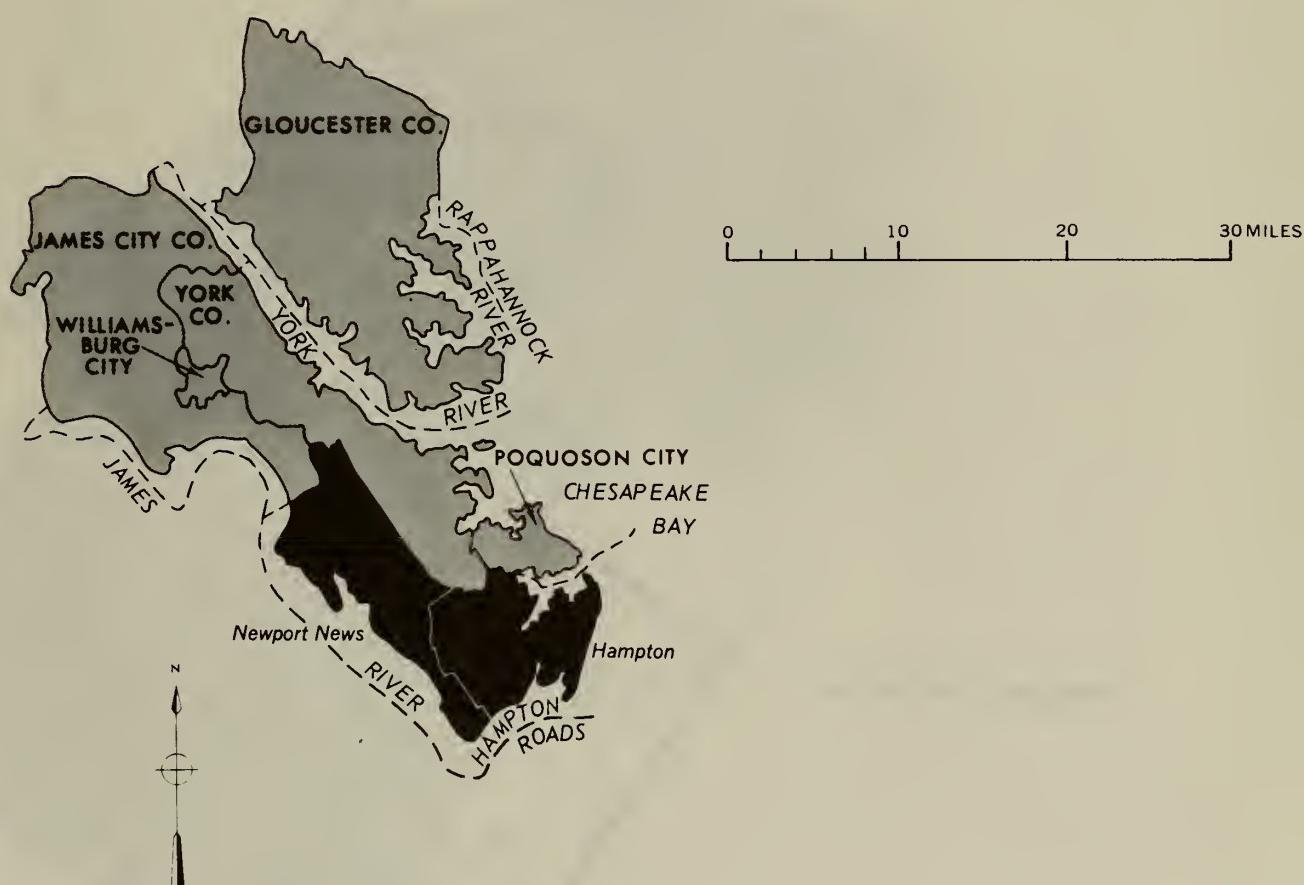
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Lynchburg SMSA in 1977

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Lynchburg SMSA in 1977

NEWPORT NEWS-HAMPTON

Standard Metropolitan Statistical Area



NEWPORT NEWS-HAMPTON

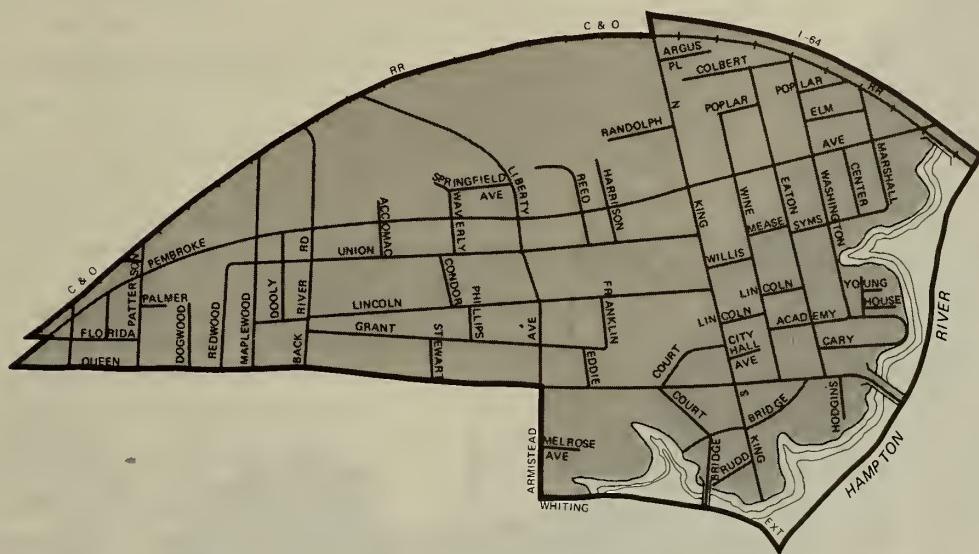
Newport News Central Business District



NEWPORT NEWS-HAMPTON

Hampton

Central Business District



Comprising Census Tract 106.01



0 1000 2000 3000 FEET

NEWPORT NEWS-HAMPTON

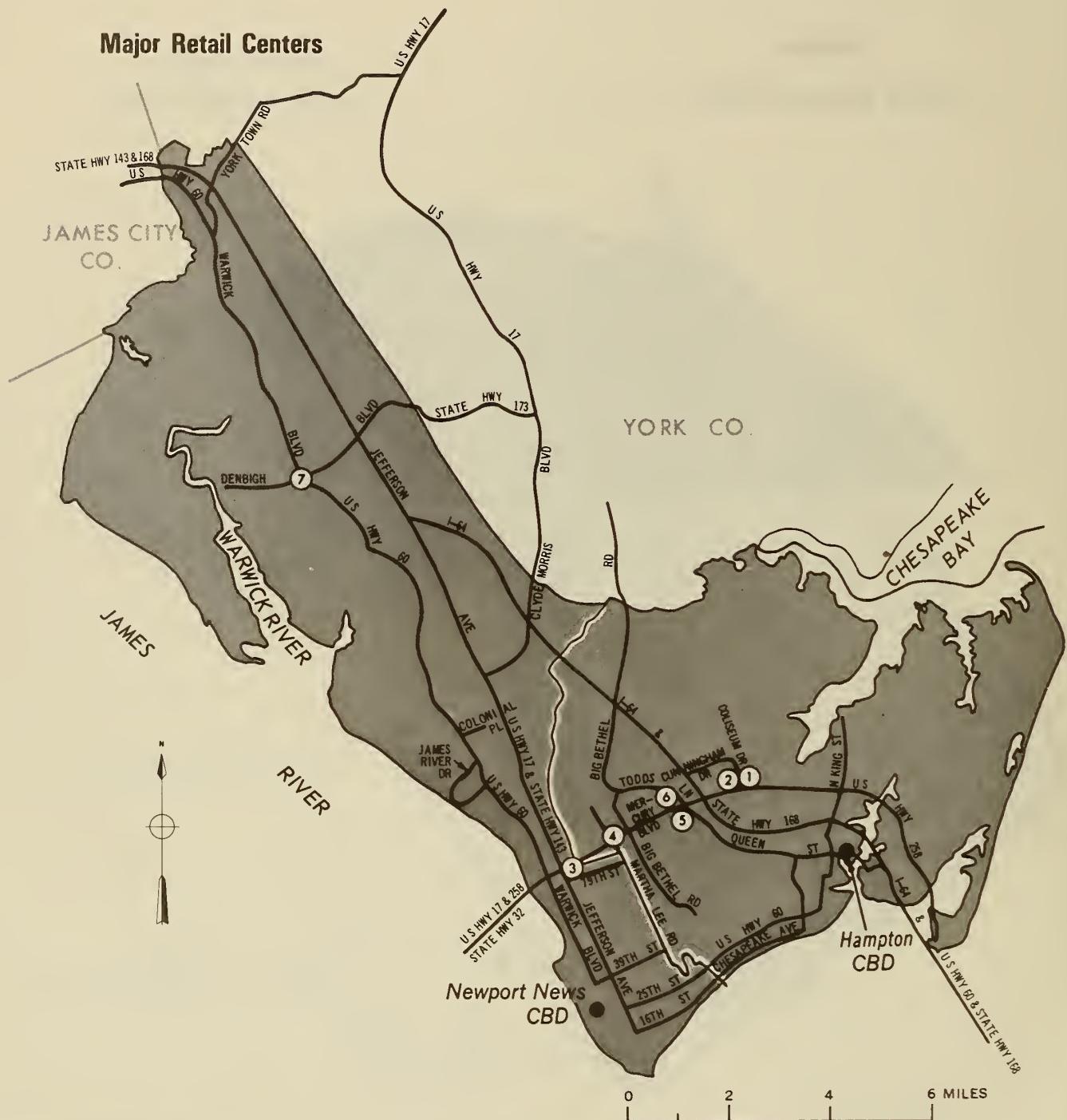


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail centers
			Newport News	Hampton	Newport News	Hampton	
	Retail stores: ^{1, 2}						
	Number -----	2 289	883	800	77	54	28
	Sales (\$1,000) -----	(D)	455 875	(D)	19 998	23 455	61 235
	Payroll entire year (\$1,000) -----	(D)	55 687	(D)	2 829	2 593	6 143
	Paid employees for week including March 12 -----	(D)	9 069	(D)	437	324	752
54, 58, 591	Convenience goods stores:						
	Number -----	882	363	284	37	15	11
	Sales (\$1,000) -----	(D)	(D)	131 439	4 543	6 072	8 269
53, 56, 57; 594	Shopping goods stores (GAF): ³						
	Number -----	650	229	264	30	14	9
	Sales (\$1,000) -----	340 669	118 908	149 772	5 796	3 318	16 639
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	757	291	252	10	25	8
	Sales (\$1,000) -----	(D)	(D)	(D)	9 659	14 065	36 327
	Number of Establishments						
	Retail stores ^{1, 2} -----	2 289	883	800	77	54	28
52	Building materials, hardware, garden supply, and mobile home dealers -----	82	35	24	-	4	-
525	Hardware stores -----	25	6	7	-	-	-
52 ex. 525	Other -----	57	29	17	-	4	-
53	General merchandise group stores -----	65	20	29	5	1	2
531	Department stores ⁴ -----	22	6	13	-	1	1
533	Variety stores -----	15	6	6	1	-	-
539	Miscellaneous general merchandise stores -----	28	8	10	4	-	1
54	Food stores ⁵ -----	346	136	110	3	7	1
541	Grocery stores -----	242	95	79	2	6	1
55 ex. 554	Automotive dealers -----	190	88	54	3	8	5
554	Gasoline service stations -----	214	81	73	2	2	1
56	Apparel and accessory stores -----	191	71	93	16	6	5
561	Men's and boys' clothing and furnishings stores -----	47	21	20	5	2	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	74	23	41	5	1	2
562	Women's ready-to-wear stores -----	63	19	35	4	1	2
565	Family clothing stores -----	15	4	4	1	-	1
566	Shoe stores -----	39	15	22	3	3	1
564, 9	Other apparel and accessory stores -----	16	8	6	2	-	1
57	Furniture, home furnishings, and equipment stores -----	184	69	63	3	1	-
5712	Furniture stores -----	71	30	21	3	1	-
5713, 4, 9	Home furnishings stores -----	49	17	15	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	64	22	27	-	-	-
58	Eating and drinking places -----	481	202	158	31	6	9
5812	Eating places -----	462	193	149	30	6	9
5813	Drinking places (alcoholic beverages) -----	19	9	9	1	-	-
591	Drug and proprietary stores -----	55	25	16	3	2	1
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	481	156	180	11	17	4
592	Liquor stores -----	24	8	12	1	1	1
594	Miscellaneous shopping goods stores -----	210	69	79	6	6	2
5992	Florists -----	41	16	12	2	1	-

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 2	No. 3	No. 4	No. 5	No. 6	No. 7
	Retail stores:^{1, 2}						
	Number -----	95	103	34	27	22	32
	Sales (\$1,000) -----	58 791	83 622	46 792	31 730	17 363	35 113
	Payroll entire year (\$1,000) -----	8 243	11 954	5 493	4 175	2 405	4 684
	Paid employees for week including March 12 -----	1 403	2 439	617	697	492	761
54, 58, 591	Convenience goods stores:						
	Number -----	20	24	9	5	10	10
	Sales (\$1,000) -----	4 091	12 540	12 593	11 237	8 602	11 895
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	66	68	11	15	8	15
	Sales (\$1,000) -----	53 231	68 995	10 221	16 422	7 752	21 243
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	9	11	14	7	4	7
	Sales (\$1,000) -----	1 469	2 087	23 978	4 071	1 009	1 975
	Number of Establishments						
	Retail stores^{1, 2} -----	95	103	34	27	22	32
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	2	3	-	-	2
525	Hardware stores -----	-	-	2	-	-	-
52 ex. 525	Other -----	1	2	1	-	-	2
53	General merchandise group stores -----	6	5	-	2	1	3
531	Department stores⁴ -----	5	3	-	1	1	2
533	Variety stores -----	-	2	-	1	-	1
539	Miscellaneous general merchandise stores -----	1	-	-	-	-	-
54	Food stores⁵ -----	7	11	2	2	1	4
541	Grocery stores -----	1	2	2	2	1	2
55 ex. 554	Automotive dealers -----	1	2	6	2	1	-
554	Gasoline service stations -----	-	1	5	1	2	2
56	Apparel and accessory stores -----	35	39	-	6	2	6
561	Men's and boys' clothing and furnishings stores -----	10	9	-	-	-	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	12	19	-	4	1	1
562	Women's ready-to-wear stores -----	10	16	-	4	1	-
565	Family clothing stores -----	2	3	-	-	-	-
566	Shoe stores -----	8	8	-	2	-	2
564, 9	Other apparel and accessory stores -----	3	-	-	-	1	1
57	Furniture, home furnishings, and equipment stores -----	5	5	8	2	5	1
5712	Furniture stores -----	-	2	3	-	2	-
5713, 4, 9	Home furnishings stores -----	1	-	4	-	2	-
572, 3	Household appliance, radio, television, and music stores -----	4	3	1	2	1	1
58	Eating and drinking places -----	13	12	6	2	8	4
5812	Eating places -----	13	12	6	2	8	4
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-	-
591	Drug and proprietary stores -----	-	1	1	1	1	2
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	27	25	3	9	1	8
592	Liquor stores -----	-	-	-	-	-	1
594	Miscellaneous shopping goods stores -----	20	19	3	5	-	5
5992	Florists -----	-	-	-	-	1	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers with 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 3					
	Retail stores ² -----	103	83 622	11 954	2 695	2 439
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	5	51 430	7 121	1 622	1 589
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores ⁴ -----	11	6 908	792	178	110
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	39	13 184	1 779	402	331
561	Men's and boys' clothing and furnishings stores -----	9	3 119	405	86	65
562, 3, 8	Women's clothing and specialty stores and furriers -----	19	4 751	674	160	142
562	Women's ready-to-wear stores -----	16	4 401	610	145	126
565	Family clothing stores -----	3	2 819	364	80	61
566	Shoe stores -----	8	2 495	336	76	63
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores-----	5	1 244	136	32	18
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores-----	3	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	12	(D)	(D)	(D)	(D)
5812	Eating places -----	12	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-
591	Drug and proprietary stores -----	1	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	25	4 037	650	150	108
592	Liquor stores -----	-	-	-	-	-
594	Miscellaneous shopping goods stores-----	19	3 137	514	120	89
5992	Florists -----	-	-	-	-	-

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Newport News*					
	Retail stores ² -----	883	455 875	55 687	12 915	9 069
52	Building materials, hardware, garden supply, and mobile home dealers -----	35	24 168	2 473	533	294
525	Hardware stores -----	6	1 145	185	40	31
52 ex. 525	Other -----	29	23 023	2 288	493	263
53	General merchandise group stores -----	20	75 927	10 621	2 471	2 207
531	Department stores ³ -----	6	67 005	9 467	2 219	1 966
533	Variety stores-----	6	(D)	894	198	209
539	Miscellaneous general merchandise stores-----	8	(D)	260	54	32
54	Food stores ⁴ -----	136	94 605	9 208	2 205	1 225
541	Grocery stores-----	95	90 300	8 639	2 057	1 073
55 ex. 554	Automotive dealers -----	88	117 062	12 444	2 772	1 018
554	Gasoline service stations-----	81	34 013	1 921	471	356
56	Apparel and accessory stores-----	71	22 178	3 115	798	624
561	Men's and boys' clothing and furnishings stores -----	21	(D)	649	139	98
562, 3, 8	Women's clothing and specialty stores and furriers -----	23	5 704	748	188	152
562	Women's ready-to-wear stores -----	19	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	7 904	1 005	296	254
566	Shoe stores -----	15	3 683	583	140	95
564, 9	Other apparel and accessory stores -----	8	(D)	130	35	25
57	Furniture, home furnishings, and equipment stores-----	69	13 970	2 316	552	286
5712	Furniture stores -----	30	8 113	1 255	292	150
5713, 4, 9	Home furnishings stores -----	17	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores-----	22	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	202	37 775	8 743	1 971	2 295
5812	Eating places -----	193	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	9	(D)	(D)	(D)	(D)
591	Drug and proprietary stores-----	25	(D)	1 663	409	256
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	156	(D)	3 183	733	508
592	Liquor stores -----	8	5 151	303	78	33
594	Miscellaneous shopping goods stores -----	69	6 833	1 017	245	209
5992	Florists -----	16	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Hampton*					
	Retail stores ² -----	800	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	24	(D)	1 373	303	172
525	Hardware stores -----	7	(D)	389	87	40
52 ex. 525	Other -----	17	(D)	984	216	132
53	General merchandise group stores-----	29	91 082	11 189	2 300	1 862
531	Department stores ³ -----	13	74 703	9 864	2 017	1 608
533	Variety stores-----	6	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	10	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	110	90 639	9 407	2 220	1 211
541	Grocery stores-----	79	87 493	8 977	2 109	1 095
55 ex. 554	Automotive dealers -----	54	80 118	8 380	2 003	722
554	Gasoline service stations-----	73	34 543	2 149	568	411
56	Apparel and accessory stores-----	93	28 708	3 839	827	759
561	Men's and boys' clothing and furnishings stores -----	20	(D)	947	167	153
562, 3, 8	Women's clothing and specialty stores and furriers -----	41	(D)	1 690	391	343
562	Women's ready-to-wear stores -----	35	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	1 888	260	51	64
566	Shoe stores -----	22	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	6	467	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	83	20 409	2 822	612	341
5712	Furniture stores -----	21	(D)	1 511	347	183
5713, 4, 9	Home furnishings stores -----	15	2 979	566	104	62
572, 3	Household appliance, radio, television, and music stores -----	27	(D)	745	161	96
58	Eating and drinking places-----	158	33 324	7 728	1 669	1 994
5812	Eating places -----	149	32 715	7 618	1 628	1 950
5813	Drinking places (alcoholic beverages) -----	9	609	110	41	44
591	Drug and proprietary stores -----	16	7 476	1 120	290	156
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	180	(D)	(D)	(D)	(D)
592	Liquor stores -----	12	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	79	9 573	1 319	324	270
5992	Florists -----	12	995	255	60	58

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Newport News-Hampton, Va., SMSA					
	Retail stores ² -----	2 289	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	82	39 762	4 717	1 008	569
525	Hardware stores -----	25	4 947	844	183	108
52 ex. 525	Other -----	57	34 815	3 873	825	461
53	General merchandise group stores -----	65	182 990	23 861	5 203	4 527
531	Department stores ³ -----	22	151 699	20 715	4 526	3 915
533	Variety stores -----	15	12 484	1 708	364	390
539	Miscellaneous general merchandise stores -----	28	18 807	1 438	313	222
54	Food stores ⁴ -----	346	238 544	23 712	5 584	3 101
541	Grocery stores -----	242	227 629	22 097	5 200	2 698
55 ex. 554	Automotive dealers -----	190	227 997	24 142	5 548	2 064
554	Gasoline service stations -----	214	90 841	5 629	1 415	1 053
56	Apparel and accessory stores -----	191	61 233	8 446	1 937	1 627
561	Men's and boys' clothing and furnishings stores -----	47	12 407	1 806	356	286
562, 3, 8	Women's clothing and specialty stores and furriers -----	74	22 939	2 913	668	562
562	Women's ready-to-wear stores -----	63	21 816	2 763	633	529
565	Family clothing stores -----	15	(D)	2 019	513	452
566	Shoe stores -----	39	(D)	1 483	343	277
564, 9	Other apparel and accessory stores -----	16	1 255	225	57	50
57	Furniture, home furnishings, and equipment stores -----	184	72 253	10 508	2 432	1 305
5712	Furniture stores -----	71	23 156	3 348	772	423
5713, 4, 9	Home furnishings stores -----	49	37 249	5 557	1 295	671
572, 3	Household appliance, radio, television, and music stores -----	64	11 848	1 603	365	211
58	Eating and drinking places -----	481	108 964	27 266	5 557	5 995
5812	Eating places -----	462	(D)	26 929	5 477	5 901
5813	Drinking places (alcoholic beverages) -----	19	(D)	337	80	94
591	Drug and proprietary stores -----	55	(D)	4 234	1 037	661
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	481	(D)	(D)	(D)	(D)
592	Liquor stores -----	24	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	210	24 193	3 902	894	719
5992	Florists -----	41	3 501	(D)	(D)	(D)

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Newport News					
	Retail stores ² -----	110	60 596	9 343	2 094	1 830
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	-	-	-	-
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	8	34 281	5 563	1 262	1 151
531	Department stores ³ -----	3	31 736	5 087	1 144	1 044
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores -----	7	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	7	7 687	970	211	112
554	Gasoline service stations-----	5	294	9	1	2
56	Apparel and accessory stores-----	23	4 945	804	192	165
561	Men's and boys' clothing and furnishings stores -----	7	2 194	380	85	53
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	2	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	1 358	236	61	72
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	3	(D)	(D)	(D)	(D)
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	-	-	-	-	-
58	Eating and drinking places-----	35	2 251	428	111	175
5812	Eating places -----	33	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	1 867	291	71	54
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	19	3 000	461	130	101
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	8	1 112	174	44	40
5992	Florists -----	3	201	39	9	14

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

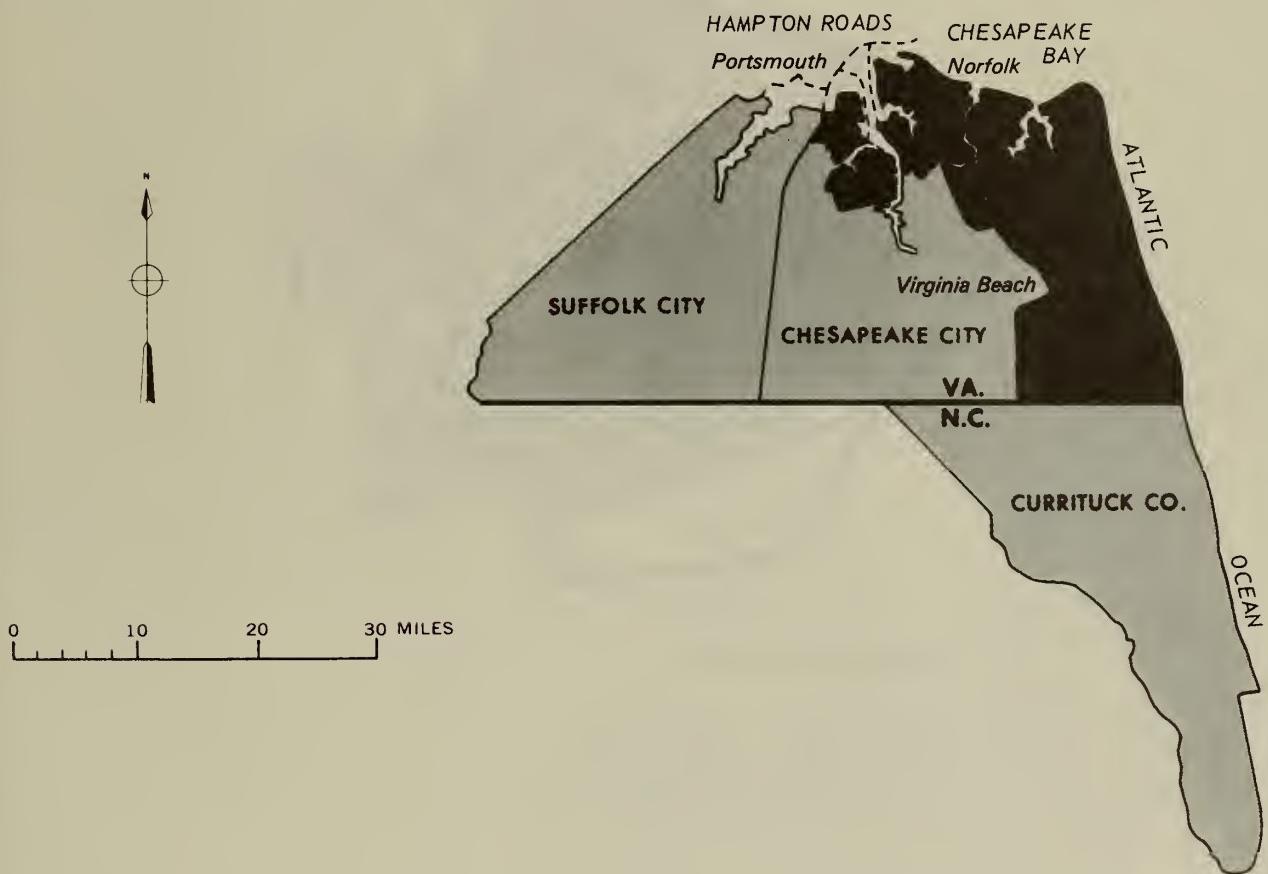
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Newport News-Hampton SMSA in 1977

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Newport News-Hampton SMSA in 1977

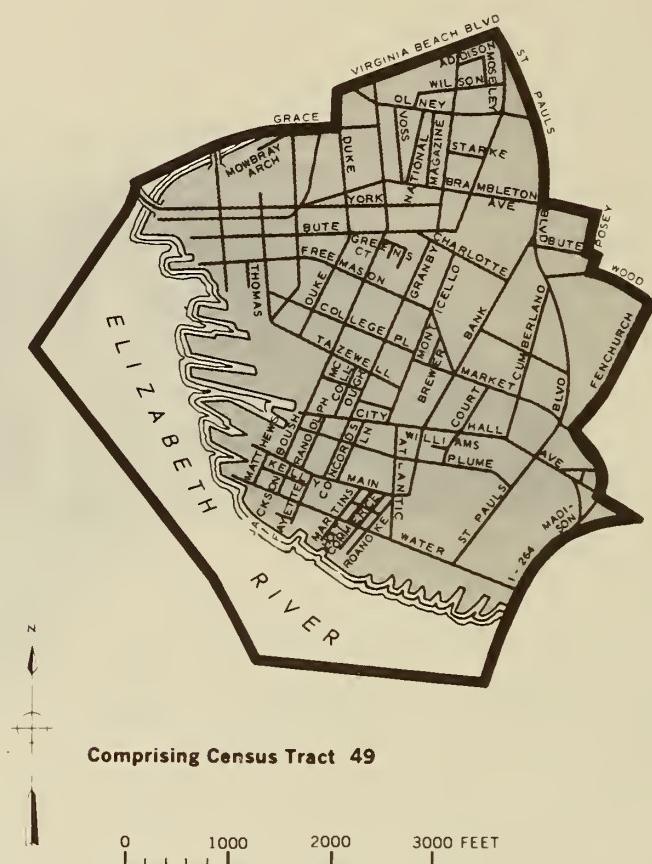
NORFOLK-VIRGINIA BEACH-PORTSMOUTH

Standard Metropolitan Statistical Area



NORFOLK-VIRGINIA BEACH-PORTSMOUTH

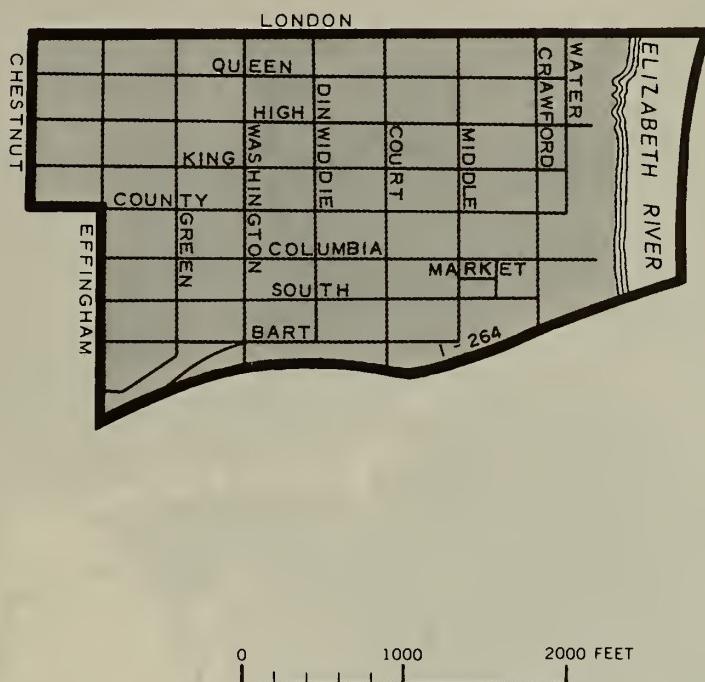
Norfolk Central Business District



Comprising Census Tract 49

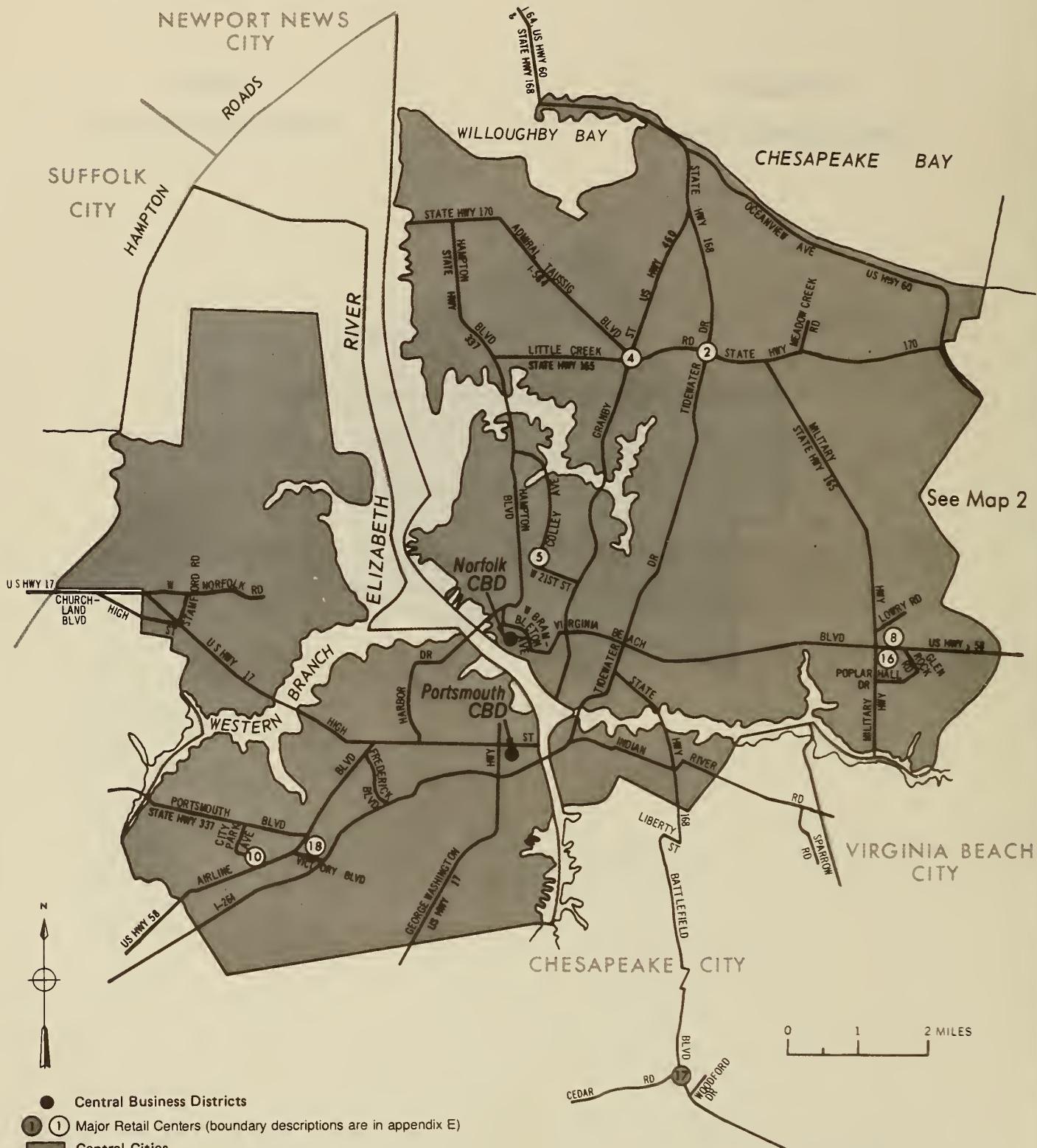
NORFOLK-VIRGINIA BEACH-PORTSMOUTH

Portsmouth Central Business District



NORFOLK-VIRGINIA BEACH-PORTSMOUTH

Major Retail Centers (Map 1)



● Central Business Districts

① Major Retail Centers (boundary descriptions are in appendix E)
② Central Cities

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NORFOLK-VIRGINIA BEACH-PORTSMOUTH

**Major Retail Centers
(Map 2)**

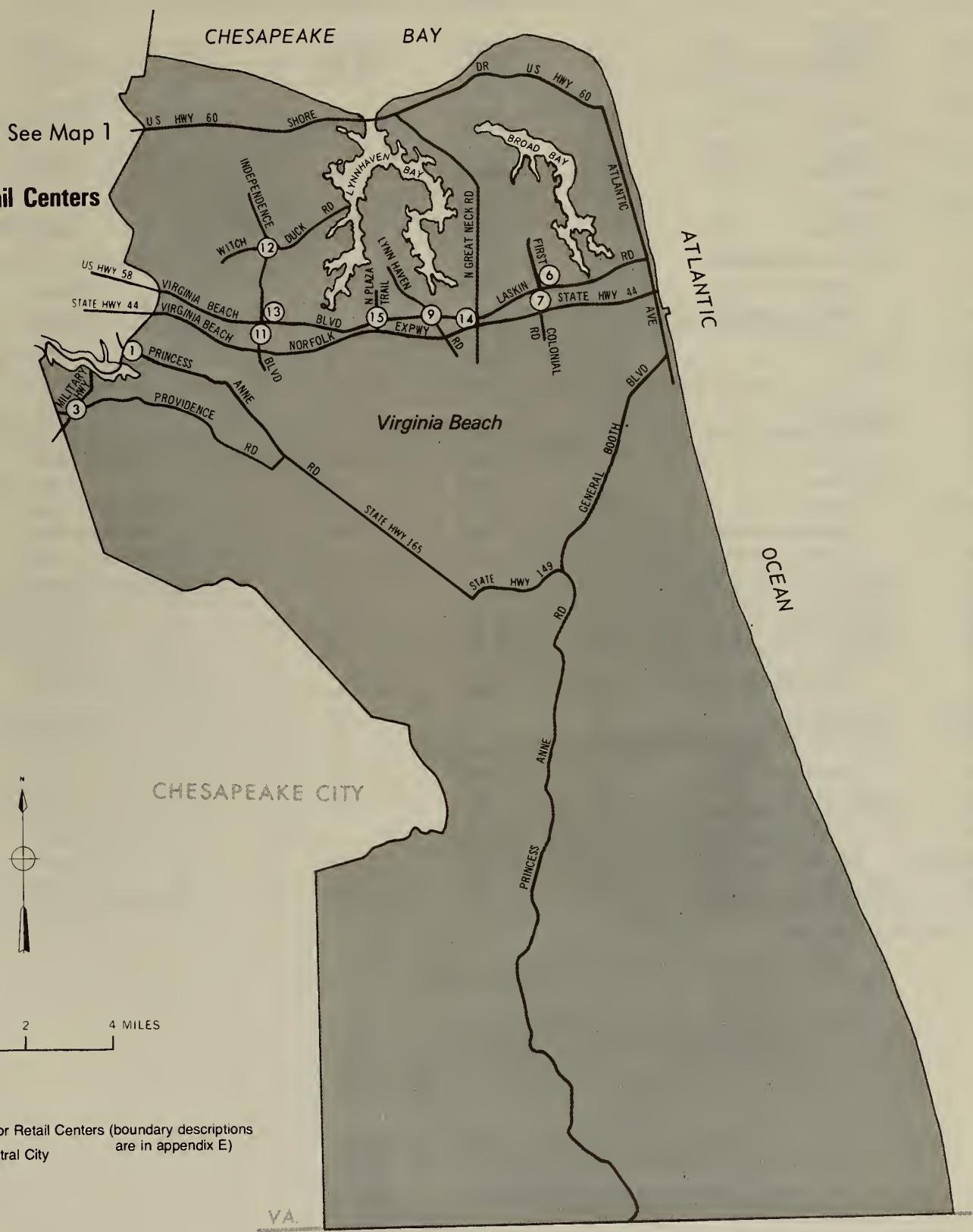


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts	
			Norfolk	Portsmouth	Norfolk	Portsmouth
54, 58, 591	Retail stores: ^{1, 2}					
	Number -----	4 591	1 704	590	216	66
	Sales (\$1,000) -----	2 315 702	894 987	(D)	62 230	21 500
	Payroll entire year (\$1,000) -----	285 350	121 512	(D)	11 421	4 050
54, 58, 591	Paid employees for week including March 12 -----	45 317	19 426	(D)	2 158	902
	Convenience goods stores:					
	Number -----	1 856	726	232	74	20
	Sales (\$1,000) -----	757 363	(D)	(D)	14 251	4 198
53, 56, 57; 594	Shopping goods stores (GAF): ³					
	Number -----	1 225	461	175	99	34
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	644 025	(D)	(D)	38 043	14 568
	All other stores:					
	Number -----	1 510	517	183	43	12
	Sales (\$1,000) -----	914 314	318 967	(D)	9 936	2 734
Number of Establishments						
52	Retail stores ^{1, 2} -----	4 591	1 704	590	216	66
	Building materials, hardware, garden supply, and mobile home dealers -----	167	46	19	1	-
525 52 ex. 525	Hardware stores -----	55	13	6	-	-
	Other -----	112	33	13	1	-
53	General merchandise group stores -----	134	48	22	10	6
531	Department stores ⁴ -----	43	17	10	3	1
533	Variety stores -----	37	13	5	2	2
539	Miscellaneous general merchandise stores -----	54	18	7	5	3
54	Food stores ⁵ -----	683	228	94	11	4
541	Grocery stores -----	500	167	68	6	2
55 ex. 554	Automotive dealers -----	350	127	55	3	1
554	Gasoline service stations -----	428	139	46	4	1
56	Apparel and accessory stores -----	345	143	54	47	10
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	80	39	16	13	3
	Women's clothing and specialty stores and furriers -----	119	44	17	15	5
562	Women's ready-to-wear stores -----	95	35	15	10	4
565	Family clothing stores -----	32	12	4	5	-
566	Shoe stores -----	64	29	14	9	2
564, 9	Other apparel and accessory stores -----	50	19	3	5	-
57	Furniture, home furnishings, and equipment stores -----	346	131	52	16	7
5712 5713, 4, 9 572, 3	Furniture stores -----	110	46	20	9	6
	Home furnishings stores -----	86	31	14	4	-
	Household appliance, radio, television, and music stores -----	150	54	18	3	1
58	Eating and drinking places -----	1 058	453	120	58	13
5812	Eating places -----	934	389	104	43	13
5813	Drinking places (alcoholic beverages) -----	124	64	16	15	-
591	Drug and proprietary stores -----	115	45	18	5	3
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	965	344	110	61	21
592	Liquor stores -----	46	19	6	4	2
594	Miscellaneous shopping goods stores -----	400	139	47	26	11
5992	Florists -----	89	30	13	6	2

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers					
		No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
	Retail stores:^{1, 2}						
	Number -----	33	73	37	79	36	62
	Sales (\$1,000) -----	17 082	41 965	20 785	28 661	33 393	22 724
	Payroll entire year (\$1,000) -----	1 769	5 657	2 418	4 047	6 361	2 758
	Paid employees for week including March 12 -----	311	937	502	706	817	537
54, 58, 591	Convenience goods stores:						
	Number -----	9	22	10	23	8	15
	Sales (\$1,000) -----	10 780	11 213	7 723	13 521	7 759	8 778
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	8	32	19	37	11	37
	Sales (\$1,000) -----	3 336	23 641	10 926	9 638	20 454	11 781
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	16	19	8	19	17	10
	Sales (\$1,000) -----	2 966	7 111	2 136	5 502	5 180	2 165
	Number of Establishments						
	Retail stores^{1, 2} -----	33	73	37	79	36	62
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	3	1	1	1	1
525	Hardware stores -----	2	1	—	1	—	1
52 ex. 525	Other -----	2	2	1	—	1	—
53	General merchandise group stores -----	1	5	1	1	3	3
531	Department stores⁴ -----	—	2	—	—	1	1
533	Variety stores -----	1	1	1	1	1	1
539	Miscellaneous general merchandise stores -----	—	2	—	—	1	1
54	Food stores⁵ -----	5	6	2	6	2	7
541	Grocery stores -----	4	4	1	3	1	3
55 ex. 554	Automotive dealers -----	3	8	4	1	3	—
554	Gasoline service stations -----	6	1	1	3	—	2
56	Apparel and accessory stores -----	2	8	5	12	—	16
561	Men's and boys' clothing and furnishings stores -----	—	2	2	2	—	2
562, 3, 8	Women's clothing and specialty stores and furriers -----	—	—	—	—	—	—
562	Women's ready-to-wear stores -----	—	3	1	5	—	8
565	Family clothing stores -----	—	1	1	3	—	6
566	Shoe stores -----	1	2	1	2	—	1
564, 9	Other apparel and accessory stores -----	1	—	—	2	—	3
57	Furniture, home furnishings, and equipment stores -----	3	10	4	9	7	8
5712	Furniture stores -----	1	4	—	—	2	2
5713, 4, 9	Home furnishings stores -----	1	—	1	3	3	1
572, 3	Household appliance, radio, television, and music stores -----	1	6	3	6	2	5
58	Eating and drinking places -----	3	15	7	14	5	7
5812	Eating places -----	3	14	7	14	5	7
5813	Drinking places (alcoholic beverages) -----	—	1	—	—	—	—
591	Drug and proprietary stores -----	1	1	1	3	1	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	5	16	11	29	14	17
592	Liquor stores -----	—	—	—	1	—	1
594	Miscellaneous shopping goods stores -----	2	9	9	15	1	10
5992	Florists -----	1	2	1	2	1	2

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 7	No. 8	No. 9	No. 10	No. 11	No. 12
54, 58, 591	Retail stores: ^{1, 2}						
	Number -----	59	46	54	46	55	50
	Sales (\$1,000) -----	46 228	47 591	53 633	61 967	59 962	31 759
	Payroll entire year (\$1,000) -----	5 332	6 521	6 484	6 798	6 479	3 853
54, 58, 591	Paid employees for week including March 12 -----	815	1 144	845	1 013	1 091	671
	Convenience goods stores:						
	Number -----	20	14	15	17	16	19
	Sales (\$1,000) -----	12 916	10 808	9 632	19 496	14 974	18 970
53, 56, 57; 594	Shopping goods stores (GAF): ³						
	Number -----	19	23	21	6	23	20
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	9 890	30 789	7 862	6 102	24 455	7 812
	All other stores:						
52	Number -----	20	9	18	23	16	11
	Sales (\$1,000) -----	23 422	5 994	36 139	36 369	20 533	4 977
Number of Establishments							
52	Retail stores ^{1, 2} -----	59	46	54	46	55	50
	Building materials, hardware, garden supply, and mobile home dealers -----	4	1	3	2	2	2
525 52 ex. 525	Hardware stores -----	3	-	1	1	-	1
	Other -----	1	1	2	1	2	1
53	General merchandise group stores -----	2	2	1	1	3	2
	Department stores ⁴ -----	2	2	1	1	1	1
531	Variety stores -----	-	-	-	-	-	1
	Miscellaneous general merchandise stores -----	-	-	-	-	2	-
54	Food stores ⁵ -----	5	4	2	7	5	4
	Grocery stores -----	3	2	1	5	3	3
55 ex. 554	Automotive dealers -----	8	1	7	16	5	-
	Gasoline service stations -----	1	-	4	5	4	4
56	Apparel and accessory stores -----	2	9	6	2	4	4
	Men's and boys' clothing and furnishings stores -----	1	1	-	-	-	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	-	2	4	-	3	2
	Women's ready-to-wear stores -----	-	2	4	-	1	2
565	Family clothing stores -----	-	1	1	-	-	-
	Shoe stores -----	1	3	-	2	1	1
564, 9	Other apparel and accessory stores -----	-	2	1	-	-	-
	Furniture, home furnishings, and equipment stores -----	9	6	10	1	9	8
5712 5713, 4, 9 572, 3	Furniture stores -----	4	4	-	-	3	1
	Home furnishings stores -----	3	-	6	1	2	3
	Household appliance, radio, television, and music stores -----	2	2	4	-	4	4
58	Eating and drinking places -----	13	9	13	9	10	13
	Eating places -----	13	9	13	9	10	13
5812 5813	Drinking places (alcoholic beverages) -----	-	-	-	-	-	-
	Drug and proprietary stores -----	2	1	-	1	1	2
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	13	13	8	2	12	11
	Liquor stores -----	-	1	-	-	-	1
594 5992	Miscellaneous shopping goods stores -----	6	6	4	2	7	6
	Florists -----	1	1	-	-	1	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.					
		No. 13	No. 14	No. 15	No. 16	No. 17	No. 18
	Retail stores:^{1, 2}						
	Number -----	54	44	59	95	67	53
	Sales (\$1,000) -----	75 541	20 946	43 692	102 695	28 782	38 231
	Payroll entire year (\$1,000) -----	10 266	2 493	5 237	14 006	3 052	5 006
	Paid employees for week including March 12 -----	1 484	387	770	2 468	524	936
54, 58, 591	Convenience goods stores:						
	Number -----	7	16	20	22	25	10
	Sales (\$1,000) -----	4 753	7 252	6 570	5 967	16 359	4 820
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	39	14	18	65	24	38
	Sales (\$1,000) -----	68 756	3 013	11 438	94 400	6 693	31 396
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	8	14	21	8	18	5
	Sales (\$1,000) -----	2 032	10 681	25 684	2 328	5 730	2 015
	Number of Establishments						
	Retail stores^{1, 2} -----	54	44	59	95	67	53
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	2	2	-	4	-
525	Hardware stores -----	-	1	1	-	2	-
52 ex. 525	Other -----	-	1	1	-	2	-
53	General merchandise group stores -----	3	1	4	6	3	3
531	Department stores⁴ -----	2	1	1	4	1	3
533	Variety stores -----	1	-	1	1	-	-
539	Miscellaneous general merchandise stores -----	-	-	2	1	2	-
54	Food stores⁵ -----	3	8	5	6	7	4
541	Grocery stores -----	2	4	4	-	5	1
55 ex. 554	Automotive dealers -----	1	6	5	1	3	1
554	Gasoline service stations -----	1	3	9	2	6	-
56	Apparel and accessory stores -----	21	3	5	37	8	24
561	Men's and boys' clothing and furnishings stores -----	5	-	1	10	2	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	1	1	16	1	10
562	Women's ready-to-wear stores -----	8	1	-	15	1	10
565	Family clothing stores -----	2	-	1	2	1	1
566	Shoe stores -----	4	-	1	7	1	6
564, 9	Other apparel and accessory stores -----	1	2	1	2	3	1
57	Furniture, home furnishings, and equipment stores -----	6	2	5	6	6	2
5712	Furniture stores -----	-	-	1	-	1	-
5713, 4, 9	Home furnishings stores -----	1	-	1	3	2	-
572, 3	Household appliance, radio, television, and music stores -----	5	2	3	3	3	2
58	Eating and drinking places -----	3	6	13	16	15	6
5812	Eating places -----	3	5	13	16	15	6
5813	Drinking places (alcoholic beverages) -----	-	1	-	-	-	-
591	Drug and proprietary stores -----	1	2	2	-	3	-
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	15	11	9	21	12	13
592	Liquor stores -----	1	-	1	-	1	1
594	Miscellaneous shopping goods stores -----	9	8	4	16	7	9
5992	Florists -----	3	2	-	1	1	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Norfolk CBD					
	Retail stores ² -----	216	62 230	11 421	2 765	2 158
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----					
53	General merchandise group stores -----	10	12 170	2 680	662	401
531	Department stores ³ -----	3	8 027	2 101	533	300
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	5	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	11	(D)	(D)	(D)	(D)
541	Grocery stores -----	6	4 732	381	101	79
55 ex. 554	Automotive dealers -----	3	1 079	195	51	25
554	Gasoline service stations -----	4	2 559	219	58	28
56	Apparel and accessory stores -----	47	16 377	3 022	717	540
561	Men's and boys' clothing and furnishings stores -----	13	2 936	593	148	115
562, 3, 8	Women's clothing and specialty stores and furriers -----	15	6 902	1 253	291	234
562	Women's ready-to-wear stores -----	10	5 672	1 072	255	201
565	Family clothing stores -----	5	2 894	572	132	87
566	Shoe stores -----	9	3 324	532	130	92
564, 9	Other apparel and accessory stores -----	5	321	72	16	12
57	Furniture, home furnishings, and equipment stores -----	16	5 072	799	169	105
5712	Furniture stores -----	9	3 829	607	130	76
5713, 4, 9	Home furnishings stores -----	4	363	89	19	14
572, 3	Household appliance, radio, television, and music stores -----	3	880	103	20	15
58	Eating and drinking places-----	58	7 036	1 940	494	647
5812	Eating places -----	43	6 067	1 596	407	527
5813	Drinking places (alcoholic beverages) -----	15	969	344	87	120
591	Drug and proprietary stores -----	5	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	61	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	26	4 424	866	197	115
5992	Florists -----	6	404	94	26	16

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Norfolk*					
	Retail stores ² -----	1 704	894 987	121 512	29 270	19 426
52	Building materials, hardware, garden supply, and mobile home dealers -----	46	26 304	3 409	819	443
525	Hardware stores -----	13	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	33	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	48	(D)	22 799	5 249	3 759
531	Department stores ³ -----	17	134 847	19 803	4 587	3 275
533	Variety stores -----	13	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	18	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	228	172 350	18 342	4 754	2 590
541	Grocery stores -----	167	166 435	17 325	4 533	2 364
55 ex. 554	Automotive dealers -----	127	191 527	20 700	5 171	1 622
554	Gasoline service stations -----	139	59 565	4 363	1 085	735
56	Apparel and accessory stores -----	143	64 703	9 584	2 319	1 842
561	Men's and boys' clothing and furnishings stores -----	39	(D)	2 375	595	387
562, 3, 8	Women's clothing and specialty stores and furriers -----	44	(D)	3 311	777	662
562	Women's ready-to-wear stores -----	35	(D)	3 027	709	596
565	Family clothing stores -----	12	(D)	(D)	(D)	(D)
566	Shoe stores -----	29	12 787	1 853	403	330
564, 9	Other apparel and accessory stores -----	19	1 873	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	131	44 846	8 003	1 825	885
5712	Furniture stores -----	46	21 473	3 574	792	397
5713, 4, 9	Home furnishings stores -----	31	5 917	1 318	323	169
572, 3	Household appliance, radio, television, and music stores -----	54	17 456	3 111	710	319
58	Eating and drinking places -----	453	87 906	21 079	4 977	5 618
5812	Eating places -----	389	81 511	19 456	4 561	5 087
5813	Drinking places (alcoholic beverages) -----	64	6 395	1 623	416	531
591	Drug and proprietary stores -----	45	(D)	2 919	812	434
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	344	72 028	10 314	2 259	1 498
592	Liquor stores -----	19	(D)	799	196	86
594	Miscellaneous shopping goods stores -----	139	30 457	4 795	898	753
5992	Florists -----	30	2 430	470	118	99

See footnotes at end of table.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Portsmouth*					
	Retail stores²	590	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers	19	10 581	1 688	434	206
525	Hardware stores	6	(D)	(D)	(D)	(D)
52 ex. 525	Other	13	(D)	(D)	(D)	(D)
53	General merchandise group stores	22	51 286	7 348	1 721	1 386
531	Department stores ³	10	46 824	6 753	1 596	1 251
533	Variety stores	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	7	(D)	(D)	(D)	(D)
54	Food stores ⁴	94	80 478	8 093	1 985	1 079
541	Grocery stores	68	78 111	7 797	1 915	995
55 ex. 554	Automotive dealers	55	75 470	7 313	1 660	706
554	Gasoline service stations	46	15 132	1 195	312	219
56	Apparel and accessory stores	54	(D)	3 178	804	618
561	Men's and boys' clothing and furnishings stores	16	6 464	1 007	241	128
562, 3, 8	Women's clothing and specialty stores and furriers	17	(D)	1 231	296	235
562	Women's ready-to-wear stores	15	(D)	(D)	(D)	(D)
565	Family clothing stores	4	(D)	(D)	(D)	(D)
566	Shoe stores	14	4 858	669	157	127
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	52	15 434	2 688	647	324
5712	Furniture stores	20	(D)	1 580	372	154
5713, 4, 9	Home furnishings stores	14	2 319	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores	18	(D)	(D)	(D)	(D)
58	Eating and drinking places	120	22 003	5 037	1 166	1 442
5812	Eating places	104	20 037	4 527	1 053	1 288
5813	Drinking places (alcoholic beverages)	16	1 966	510	113	154
591	Drug and proprietary stores	18	(D)	1 243	313	204
59 ex. 591, 6	Miscellaneous retail stores ⁵	110	(D)	(D)	(D)	(D)
592	Liquor stores	6	6 288	335	92	32
594	Miscellaneous shopping goods stores	47	6 252	891	226	177
5992	Florists	13	(D)	267	66	57

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Norfolk-Virginia Beach-Portsmouth, Va.-N.C., SMSA					
	Retail stores ² -----	4 591	2 315 702	285 350	67 819	45 317
52	Building materials, hardware, garden supply, and mobile home dealers -----	167	97 067	10 106	2 562	1 288
525	Hardware stores -----	55	11 856	1 852	435	242
52 ex. 525	Other -----	112	85 211	8 254	2 127	1 046
53	General merchandise group stores -----	134	347 239	47 194	11 198	8 312
531	Department stores ³ -----	43	274 078	39 036	9 397	6 558
533	Variety stores -----	37	39 898	4 769	1 040	1 229
539	Miscellaneous general merchandise stores -----	54	33 263	3 389	761	525
54	Food stores ⁴ -----	683	497 971	49 900	12 077	6 684
541	Grocery stores -----	500	481 200	47 515	11 561	6 121
55 ex. 554	Automotive dealers -----	350	529 781	51 805	12 312	4 419
554	Gasoline service stations-----	428	175 136	12 612	3 148	2 160
56	Apparel and accessory stores-----	345	123 892	17 742	4 351	3 501
561	Men's and boys' clothing and furnishings stores -----	80	(D)	4 127	987	612
562, 3, 8	Women's clothing and specialty stores and furriers -----	119	43 771	6 181	1 488	1 260
562	Women's ready-to-wear stores -----	95	40 943	5 798	1 391	1 167
565	Family clothing stores -----	32	25 100	3 388	979	895
566	Shoe stores -----	64	(D)	3 390	741	611
564, 9	Other apparel and accessory stores -----	50	3 763	656	156	123
57	Furniture, home furnishings, and equipment stores-----	346	114 991	19 213	4 399	2 229
5712	Furniture stores -----	110	63 582	10 812	2 410	1 202
5713, 4, 9	Home furnishings stores -----	86	15 239	2 731	665	377
572, 3	Household appliance, radio, television, and music stores -----	150	36 170	5 670	1 324	650
58	Eating and drinking places-----	1 058	198 907	47 365	10 627	12 276
5812	Eating places -----	934	187 452	44 605	9 952	11 416
5813	Drinking places (alcoholic beverages) -----	124	11 455	2 760	675	860
591	Drug and proprietary stores -----	115	60 485	8 070	2 156	1 246
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	965	170 233	21 343	4 989	3 202
592	Liquor stores -----	46	36 736	2 096	538	240
594	Miscellaneous shopping goods stores-----	400	57 903	8 440	1 754	1 438
5992	Florists -----	89	7 196	1 532	362	313

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Norfolk					
	Retail stores ² -----	303	90 618	16 821	3 916	3 469
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	13	18 616	4 335	933	920
531	Department stores ³ -----	4	12 568	3 424	725	714
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
54	Food stores -----	16	4 299	413	101	116
55 ex. 554	Automotive dealers -----	10	6 896	846	200	111
554	Gasoline service stations -----	9	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	70	20 323	3 550	859	752
561	Men's and boys' clothing and furnishings stores -----	18	5 548	1 041	270	198
562, 3, 8	Women's clothing and specialty stores and furriers -----	30	8 405	1 452	340	325
562	Women's ready-to-wear stores -----	20	7 280	1 281	296	277
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	12	3 895	580	143	135
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	15 896	3 153	728	362
5712	Furniture stores -----	9	14 722	2 998	686	327
5713, 4, 9	Home furnishings stores -----	7	483	103	28	24
572, 3	Household appliance, radio, television, and music stores -----	4	691	52	14	11
58	Eating and drinking places -----	89	7 646	2 120	506	707
5812	Eating places -----	62	5 928	1 587	389	539
5813	Drinking places (alcoholic beverages) -----	27	1 718	533	117	168
591	Drug and proprietary stores -----	7	3 850	466	117	102
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	68	11 856	1 742	440	371
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	33	6 398	986	246	206
5992	Florists -----	3	309	81	20	17

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Norfolk*			
	Retail stores²			
52	Building materials, hardware, garden supply, and mobile home dealers	-31.3	28.6	59.7
525	Hardware stores	-40.0	19.8	64.0
52 ex. 525	Other	(D) (D)	(D) (D)	20.7 72.6
53	General merchandise group stores	-34.6	(D)	37.8
531	Department stores ³	-36.1	40.0	41.0
533	Variety stores	-56.9	(D)	6.7
539	Miscellaneous general merchandise stores	38.5	(D)	64.2
54	Food stores⁴	(D)	42.8	65.4
541	Grocery stores	(NA)	45.4	67.1
55 ex. 554	Automotive dealers	(NC)	9.3	67.1
554	Gasoline service stations	(D)	78.6	90.6
56	Apparel and accessory stores	-19.4	7.0	26.5
561	Men's and boys' clothing and furnishings stores	-47.1	-31.9	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	-17.9	(D)	28.1
562	Women's ready-to-wear stores	-22.1	(D)	28.1
565	Family clothing stores	(D)	(D)	94.3
566	Shoe stores	-14.7	(D)	(D)
564, 9	Other apparel and accessory stores	(D)	(D)	56.8
57	Furniture, home furnishings, and equipment stores	(NC)	-10.3	37.1
5712	Furniture stores	(NC)	-27.1	33.8
5713, 4, 9	Home furnishings stores	-24.8	10.9	68.9
572, 3	Household appliance, radio, television, and music stores	27.4	14.8	32.4
58	Eating and drinking places	-8.0	67.7	96.6
5812	Eating places	2.3	80.6	107.9
5813	Drinking places (alcoholic beverages)	-43.6	-12.1	4.1
591	Drug and proprietary stores	(D)	12.3	32.6
59 ex. 591, 6	Miscellaneous retail stores⁵	(D)	(D)	70.2
592	Liquor stores	15.2	(D)	(D)
594	Miscellaneous shopping goods stores	(NC)	82.2	67.0
5992	Florists	30.7	30.0	48.3

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Norfolk*					
	Retail stores ¹ -----	7.0	2.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	2.9	4.2
525 52 ex. 525	Hardware stores -----	(D)	—	—	(D)	0.5
	Other -----	(D)	(D)	(D)	(D)	3.7
53	General merchandise group stores -----	(D)	3.5	19.6	(D)	15.0
531	Department stores ² -----	6.0	2.9	12.9	15.1	11.8
533	Variety stores -----	23.2	(D)	(D)	(D)	1.7
539	Miscellaneous general merchandise stores-----	19.2	(D)	(D)	(D)	1.4
54	Food stores ³ -----	(D)	(D)	(D)	19.3	21.5
541	Grocery stores-----	2.8	1.0	7.6	18.6	20.8
55 ex. 554	Automotive dealers -----	0.6	0.2	1.7	21.4	22.9
554	Gasoline service stations -----	4.3	1.5	4.1	6.7	7.6
56	Apparel and accessory stores -----	25.3	13.2	26.3	7.2	5.4
561 562, 3, 8	Men's and boys' clothing and furnishings stores -----	(D)	(D)	4.7	(D)	(D)
	Women's clothing and specialty stores and furriers -----	(D)	15.8	11.1	(D)	1.9
562	Women's ready-to-wear stores -----	(D)	13.9	9.1	(D)	1.8
565	Family clothing stores -----	(D)	11.5	4.7	(D)	1.1
566	Shoe stores -----	26.0	(D)	5.3	1.4	(D)
564, 9	Other apparel and accessory stores -----	17.1	8.5	0.5	0.2	0.2
57	Furniture, home furnishings, and equipment stores-----	11.3	4.4	8.2	5.0	5.0
5712 5713, 4, 9 572, 3	Furniture stores -----	17.8	6.0	6.2	2.4	2.7
	Home furnishings stores -----	6.1	2.4	0.6	0.7	0.7
	Household appliance, radio, television, and music stores -----	5.0	2.4	1.4	2.0	1.6
58	Eating and drinking places-----	8.0	3.5	11.3	9.8	8.6
5812 5813	Eating places -----	7.4	3.2	9.7	9.1	8.1
	Drinking places (alcoholic beverages) -----	15.2	8.5	1.6	0.7	0.5
591	Drug and proprietary stores -----	10.5	(D)	(D)	(D)	2.6
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	8.0	7.4
592 594 5992	Liquor stores -----	19.9	(D)	(D)	(D)	1.6
	Miscellaneous shopping goods stores-----	14.5	7.6	7.1	3.4	2.5
	Florists -----	16.6	5.6	0.6	0.3	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

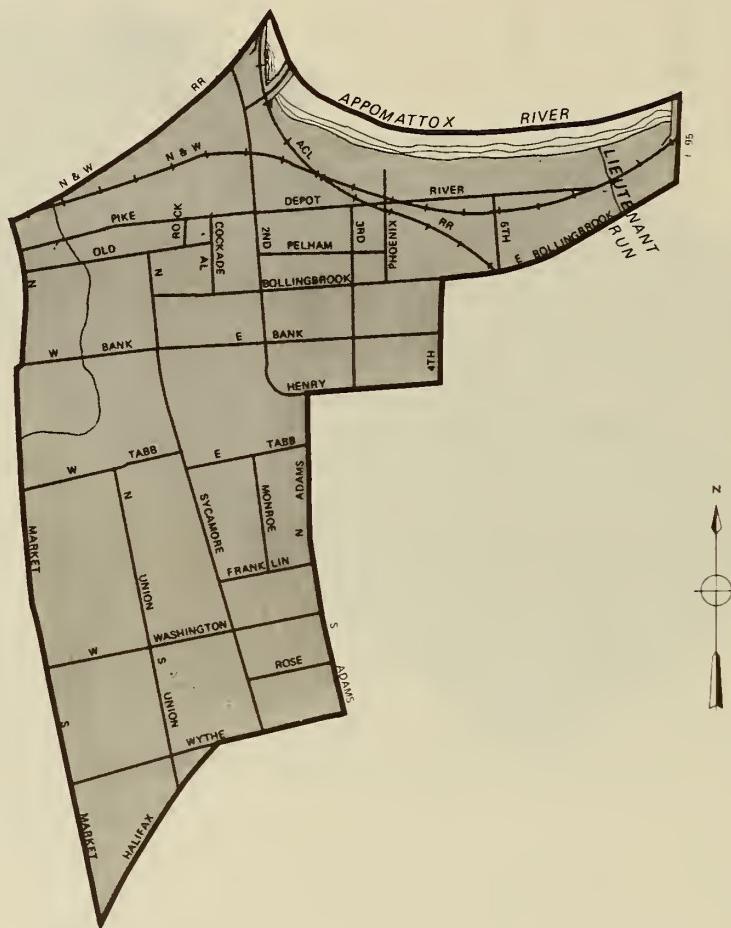
PETERSBURG-COLONIAL HEIGHTS-HOPEWELL

Standard Metropolitan Statistical Area



PETERSBURG-COLONIAL HEIGHTS-HOPEWELL

Petersburg Central Business District



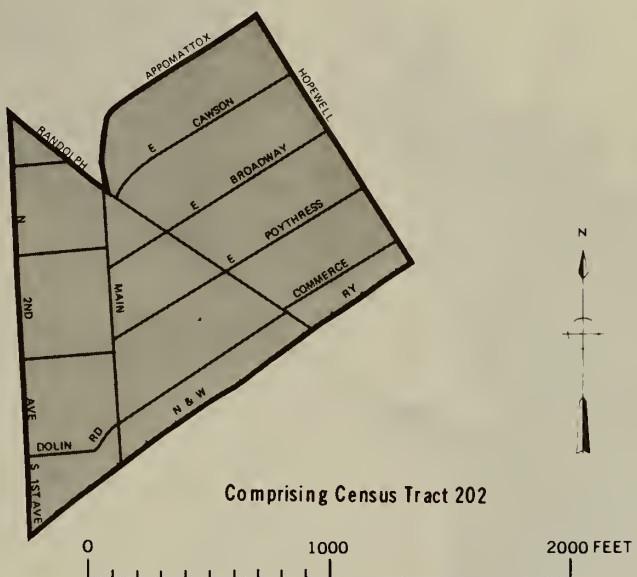
Comprising Census Tract 102

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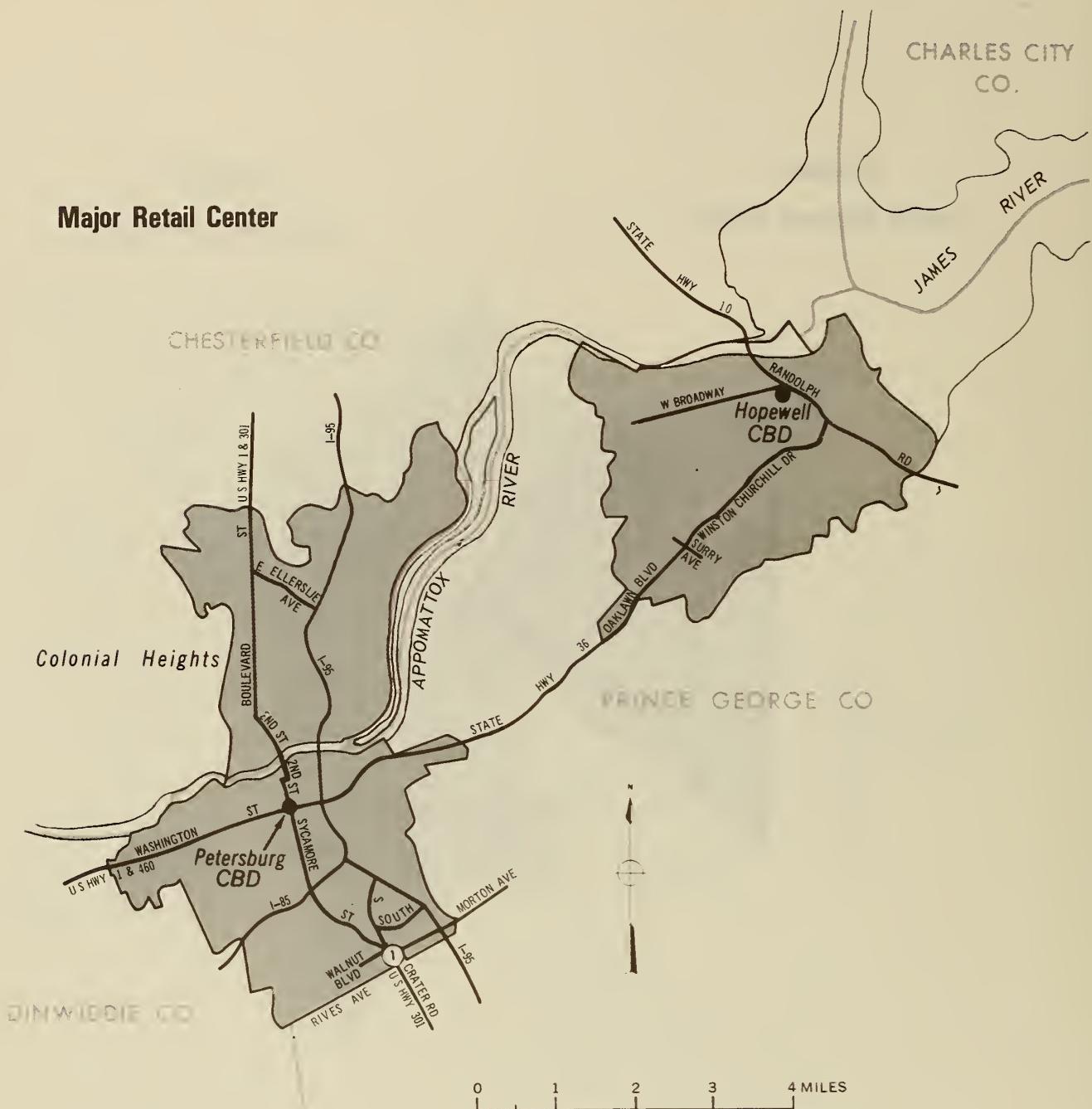
Hopewell

Central Business District



PETERSBURG-COLONIAL HEIGHTS-HOPEWELL

Major Retail Center



- Central Business Districts
 - ① Major Retail Center (boundary description is in appendix E)
 - Central Cities

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

SIC code	Kind of business	Standard metropolitan statistical area	Cities		Central business districts		Major retail center No. 1
			Petersburg	Hopewell	Petersburg	Hopewell	
54, 58, 591	Retail stores: ^{1, 2}						
	Number -----	867	455	187	80	22	40
	Sales (\$1,000) -----	(D)	232 561	93 163	18 290	11 011	58 392
	Payroll entire year (\$1,000) -----	46 112	28 062	10 562	3 274	1 270	7 561
53, 56, 57, 594	Paid employees for week including March 12 -----	6 951	4 292	1 449	545	163	1 129
	Convenience goods stores:						
	Number -----	344	175	77	24	8	8
	Sales (\$1,000) -----	132 079	63 934	38 525	3 755	5 241	10 058
52, 55, 59, ex. 591, 4, 6	Shopping goods stores (GAF): ³						
	Number -----	225	133	53	39	9	28
	Sales (\$1,000) -----	102 662	(D)	(D)	10 394	1 404	45 526
	All other stores:						
52	Number -----	298	147	57	17	5	4
	Sales (\$1,000) -----	(D)	(D)	(D)	4 141	4 366	2 808
	Number of Establishments						
	Retail stores ^{1, 2} -----	867	455	187	80	22	40
525	Building materials, hardware, garden supply, and mobile home dealers -----	29	11	8	1	2	-
	Hardware stores -----	7	1	1	-	-	-
	Other -----	22	10	7	1	2	-
	General merchandise group stores -----	20	11	4	2	-	5
53	Department stores ⁴ -----	7	6	-	-	-	4
	Variety stores -----	4	3	1	2	-	1
	Miscellaneous general merchandise stores -----	9	2	3	-	-	-
	Food stores ⁵ -----	153	65	41	1	2	3
541	Grocery stores -----	135	60	33	1	2	2
	Automotive dealers -----	71	40	12	7	1	1
	Gasoline service stations -----	110	52	22	-	-	1
	Apparel and accessory stores -----	71	47	18	17	5	13
561	Men's and boys' clothing and furnishings stores -----	20	14	4	6	1	3
	Women's clothing and specialty stores and furniers -----	25	17	5	6	1	7
	Women's ready-to-wear stores -----	22	14	5	4	1	6
	Family clothing stores -----	9	5	4	1	2	1
562	Shoe stores -----	12	7	5	3	1	2
	Other apparel and accessory stores -----	5	4	-	1	-	-
	Furniture, home furnishings, and equipment stores -----	71	40	16	8	1	5
	Furniture stores -----	31	17	5	5	-	-
5712	Home furnishings stores -----	12	6	4	1	-	-
	Household appliance, radio, television, and music stores -----	28	17	7	2	1	5
	Eating and drinking places -----	161	95	28	19	3	3
	Eating places -----	147	86	25	16	2	3
5813	Drinking places (alcoholic beverages) -----	14	9	3	3	1	-
	Drug and proprietary stores -----	30	15	8	4	3	2
	Miscellaneous retail stores ⁶ -----	151	79	30	21	5	7
	Liquor stores -----	8	4	2	2	1	1
592	Miscellaneous shopping goods stores -----	63	35	15	12	3	5
	Florists -----	12	7	2	-	-	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because
there were no major retail centers
or central business districts with 100
retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Petersburg*					
	Retail stores ² -----	455	232 561	28 062	6 693	4 292
52	Building materials, hardware, garden supply, and mobile home dealers -----	11	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	10	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	11	(D)	(D)	(D)	(D)
531	Department stores ³ -----	6	45 733	6 051	1 423	917
533	Variety stores -----	3	1 745	255	66	61
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	65	42 068	3 755	904	503
541	Grocery stores -----	60	41 522	3 631	877	468
55 ex. 554	Automotive dealers -----	40	52 810	5 092	1 151	531
554	Gasoline service stations -----	52	16 855	1 260	307	205
56	Apparel and accessory stores -----	47	13 626	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	14	3 699	658	152	90
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	6 315	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	14	6 175	1 020	243	213
565	Family clothing stores -----	5	1 083	(D)	(D)	(D)
566	Shoe stores -----	7	2 039	310	76	55
564, 9	Other apparel and accessory stores -----	4	490	107	31	20
57	Furniture, home furnishings, and equipment stores-----	40	11 267	1 899	440	227
5712	Furniture stores -----	17	7 958	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	6	320	74	20	15
572, 3	Household appliance, radio, television, and music stores -----	17	2 989	(D)	(D)	(D)
58	Eating and drinking places -----	95	14 649	(D)	(D)	(D)
5812	Eating places -----	86	13 886	3 391	828	826
5813	Drinking places (alcoholic beverages) -----	9	763	(D)	(D)	(D)
591	Drug and proprietary stores -----	15	7 217	1 031	262	159
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	79	(D)	(D)	(D)	(D)
592	Liquor stores -----	4	3 978	207	51	21
594	Miscellaneous shopping goods stores -----	35	3 493	622	171	104
5992	Florists -----	7	645	(D)	(D)	(D)

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Hopewell*					
	Retail stores ² -----	187	93 163	10 562	2 351	1 449
52	Building materials, hardware, garden supply, and mobile home dealers -----	8	9 598	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	7	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores ³ -----	-	-	-	-	-
533	Variety stores-----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	3	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	41	29 428	2 888	660	320
541	Grocery stores-----	33	28 533	2 774	633	301
55 ex. 554	Automotive dealers -----	12	16 678	(D)	(D)	(D)
554	Gasoline service stations -----	22	7 411	480	118	103
56	Apparel and accessory stores -----	18	5 583	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	4	1 119	204	46	25
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	2 235	292	64	61
562	Women's ready-to-wear stores -----	5	2 235	292	64	61
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	5	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	-	-	-	-	-
57	Furniture, home furnishings, and equipment stores -----	16	3 531	(D)	(D)	(D)
5712	Furniture stores -----	5	1 770	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	4	580	79	18	17
572, 3	Household appliance, radio, television, and music stores -----	7	1 181	172	35	24
58	Eating and drinking places-----	28	4 477	1 102	241	241
5812	Eating places -----	25	4 182	1 039	223	230
5813	Drinking places (alcoholic beverages) -----	3	295	63	18	11
591	Drug and proprietary stores -----	8	4 620	654	151	104
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	30	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	15	1 114	138	35	37
5992	Florists -----	2	(D)	(D)	(D)	(D)

*For all establishments, including those with no payroll.

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Petersburg-Colonial Heights-Hopewell, Va., SMSA					
	Retail stores ² -----	867	(D)	46 112	10 797	6 951
52	Building materials, hardware, garden supply, and mobile home dealers -----	29	23 585	2 669	603	270
525 52 ex. 525	Hardware stores -----	7	(D)	202	44	26
	Other -----	22	(D)	2 467	559	244
53	General merchandise group stores -----	20	59 306	7 439	1 744	1 206
531	Department stores ³ -----	7	49 690	6 475	1 517	985
533	Variety stores-----	4	6 858	771	182	193
539	Miscellaneous general merchandise stores-----	9	2 758	193	45	28
54	Food stores ⁴ -----	153	92 377	8 439	2 007	1 076
541	Grocery stores-----	135	90 739	8 147	1 939	1 007
55 ex. 554	Automotive dealers -----	71	80 392	7 998	1 770	796
554	Gasoline service stations-----	110	35 198	2 475	589	454
56	Apparel and accessory stores -----	71	21 171	3 395	766	583
561	Men's and boys' clothing and furnishings stores -----	20	5 159	936	222	123
562, 3, 8	Women's clothing and specialty stores and furriers -----	25	(D)	1 568	355	320
562	Women's ready-to-wear stores -----	22	(D)	(D)	(D)	(D)
565	Family clothing stores -----	9	2 622	360	52	38
566	Shoe stores -----	12	(D)	410	102	76
564, 9	Other apparel and accessory stores -----	5	598	121	35	26
57	Furniture, home furnishings, and equipment stores-----	71	16 158	2 711	625	341
5712	Furniture stores -----	31	10 699	1 959	437	216
5713, 4, 9	Home furnishings stores -----	12	1 036	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	28	4 423	(D)	(D)	(D)
58	Eating and drinking places-----	161	24 372	5 980	1 413	1 433
5812	Eating places -----	147	(D)	5 707	1 339	1 347
5813	Drinking places (alcoholic beverages) -----	14	(D)	273	74	86
591	Drug and proprietary stores -----	30	15 330	2 155	525	340
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	151	(D)	2 851	755	452
592	Liquor stores -----	8	(D)	331	81	33
594	Miscellaneous shopping goods stores -----	63	6 027	950	264	173
5992	Florists -----	12	(D)	313	80	83

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Petersburg-Colonial Hts SMSA in 1972

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Petersburg-Colonial Hts SMSA in 1977

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Petersburg-Colonial Hts SMSA in 1977

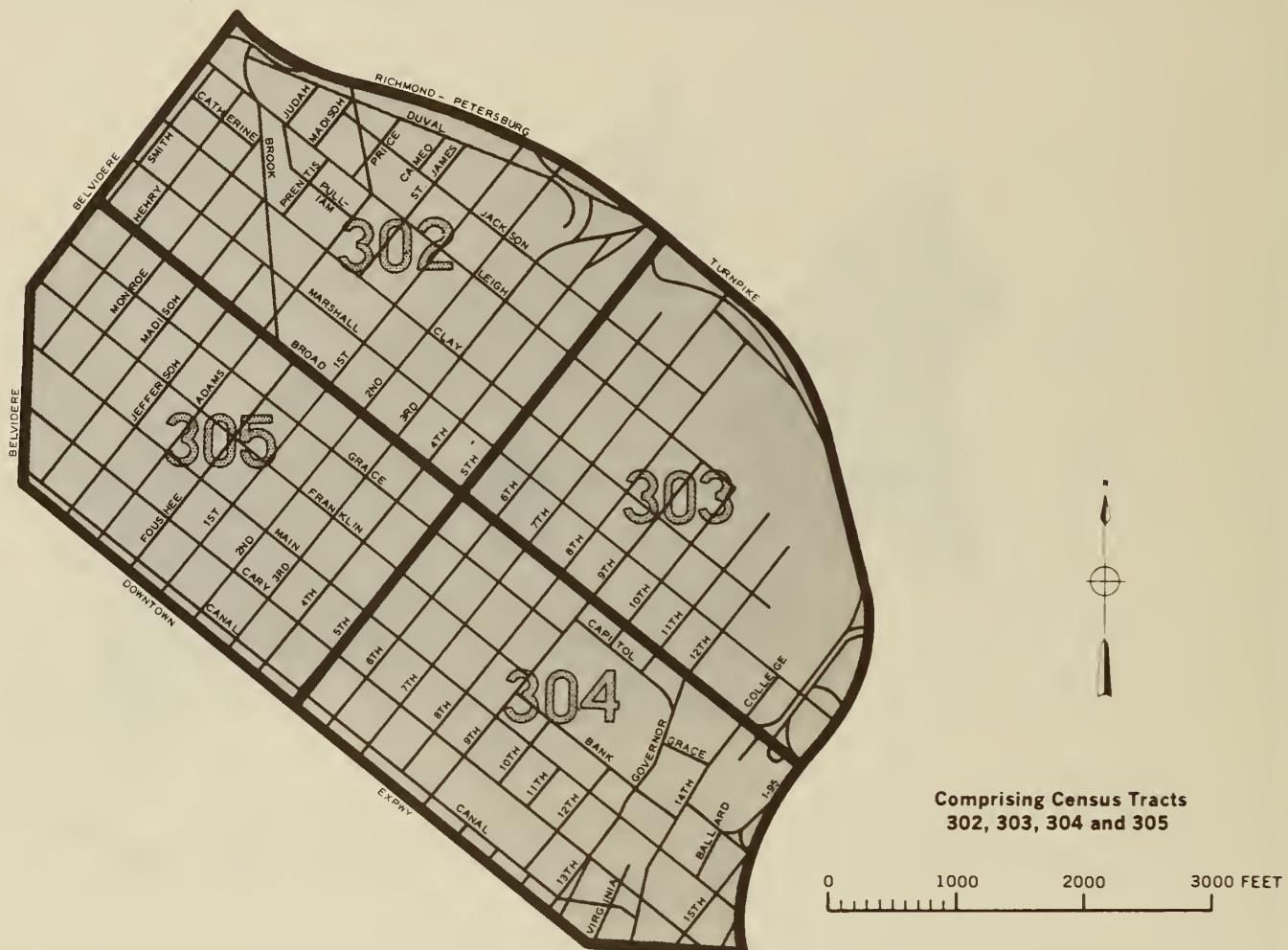
RICHMOND

Standard Metropolitan Statistical Area



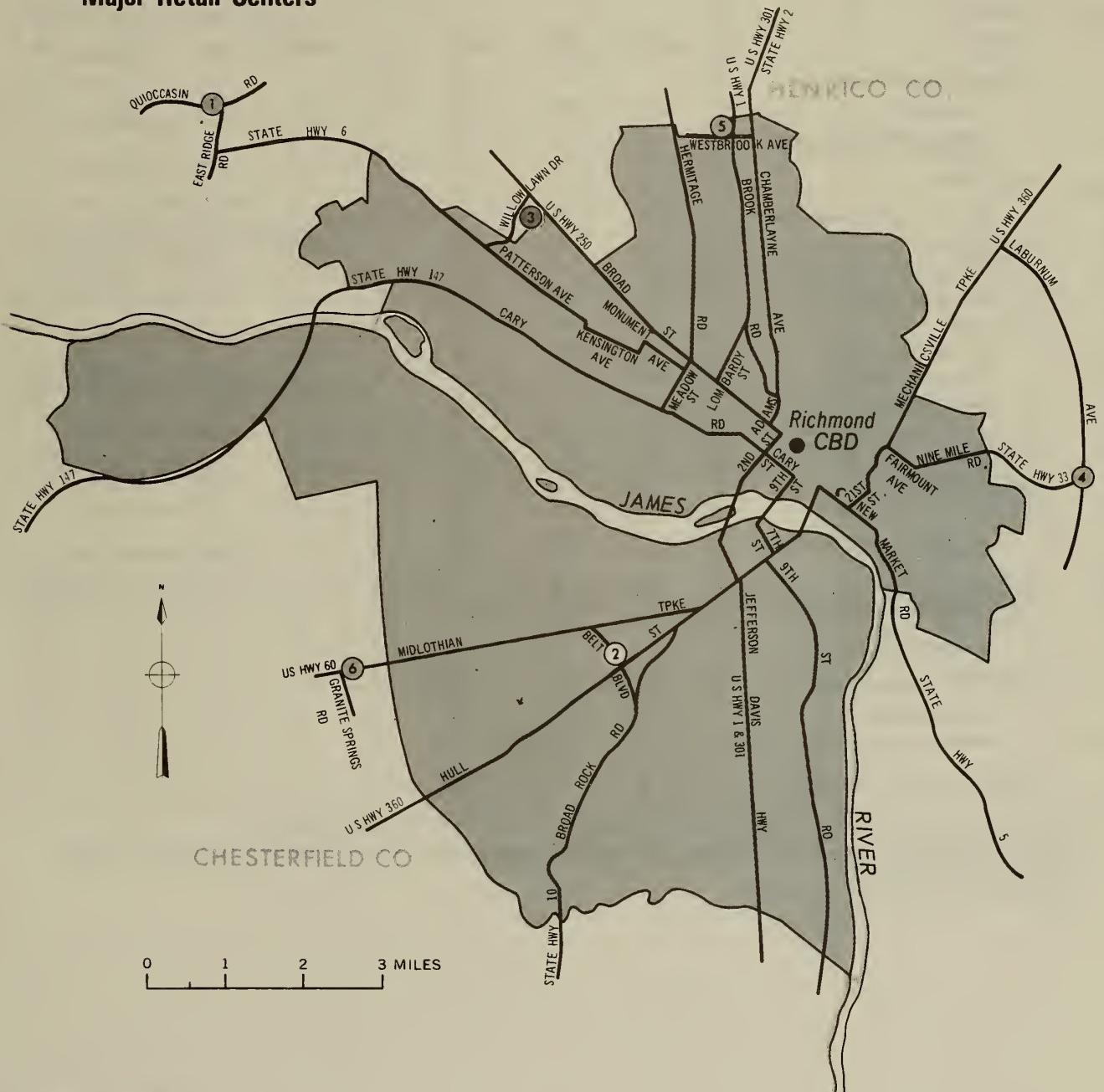
RICHMOND

Central Business District



RICHMOND

Major Retail Centers



- Central Business District
 - ① Major Retail Centers (boundary descriptions are in appendix E)
 - Central City

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers					
					No. 1	No. 2	No. 3	No. 4	No. 5	No. 6
	Retail stores: ^{1, 2}									
	Number -----	4 039	1 970	329	100	62	47	44	49	73
	Sales (\$1,000) -----	2 148 381	962 637	130 919	92 920	61 507	41 599	64 164	46 136	89 817
	Payroll entire year (\$1,000) -----	283 680	145 744	38 478	12 710	7 796	5 215	8 189	6 184	11 700
	Paid employees for week including March 12 -----	42 890	21 300	6 073	2 356	1 042	890	1 242	1 020	1 945
54, 58, 591	Convenience goods stores:									
	Number -----	1 527	798	116	21	20	7	8	15	11
	Sales (\$1,000) -----	710 200	291 774	24 778	20 912	13 733	11 805	8 545	17 765	8 190
53, 56, 57; 594	Shopping goods stores (GAF): ³									
	Number -----	1 122	567	151	67	29	37	27	24	57
	Sales (\$1,000) -----	592 553	261 202	93 258	68 560	17 565	27 211	37 827	23 902	80 575
52, 55, 59, ex. 591, 4, 6	All other stores:									
	Number -----	1 390	605	62	12	13	3	9	10	5
	Sales (\$1,000) -----	845 628	409 661	12 883	3 448	30 209	2 583	17 792	4 469	1 052
	Number of Establishments									
	Retail stores ^{1, 2} -----	4 039	1 970	329	100	62	47	44	49	73
52	Building materials, hardware, garden supply, and mobile home dealers -----	147	60	4	2	3	-	1	1	-
525	Hardware stores -----	53	27	2	-	-	-	1	1	-
52 ex. 525	Other -----	94	33	2	2	3	-	-	-	-
53	General merchandise group stores -----	99	43	8	5	4	4	4	3	6
531	Department stores ⁴ -----	32	11	2	5	2	2	3	2	4
533	Variety stores -----	29	16	3	-	2	2	1	1	1
539	Miscellaneous general merchandise stores-----	38	16	3	-	-	-	-	-	1
54	Food stores ⁵ -----	541	231	16	11	2	3	1	2	4
541	Grocery stores -----	414	162	9	4	2	2	1	2	1
55 ex. 554	Automotive dealers -----	314	139	5	-	6	-	1	-	-
554	Gasoline service stations -----	406	160	7	2	3	-	3	5	1
56	Apparel and accessory stores -----	341	181	71	31	11	23	12	12	34
561	Men's and boys' clothing and furnishings stores -----	71	35	18	7	2	6	3	4	6
562, 3, 8	Women's clothing and specialty stores and furriers -----	137	71	24	14	5	11	5	4	16
562	Women's ready-to-wear stores -----	111	56	17	14	5	8	4	3	15
565	Family clothing stores -----	38	17	7	3	-	1	-	-	1
566	Shoe stores -----	63	34	13	7	3	5	4	4	9
564, 9	Other apparel and accessory stores -----	32	24	9	-	1	-	-	-	2
57	Furniture, home furnishings, and equipment stores -----	342	168	37	10	8	5	4	6	4
5712	Furniture stores -----	115	62	22	-	1	-	1	1	-
5713, 4, 9	Home furnishings stores -----	100	47	5	6	3	-	-	1	-
572, 3	Household appliance, radio, television, and music stores -----	127	59	10	4	4	5	3	4	4
58	Eating and drinking places -----	852	498	86	8	15	3	6	11	6
5812	Eating places -----	815	476	85	8	15	3	6	11	6
5813	Drinking places (alcoholic beverages) -----	37	22	1	-	-	-	-	-	-
591	Drug and proprietary stores -----	134	69	14	2	3	1	1	2	1
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	863	421	81	29	7	8	11	7	17
592	Liquor stores -----	41	20	4	1	1	1	1	1	-
594	Miscellaneous shopping goods stores -----	340	175	35	21	6	5	7	3	13
5992	Florists -----	57	24	4	2	-	1	1	2	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Richmond CBD					
	Retail stores²	329	130 919	38 478	9 467	6 073
52	Building materials, hardware, garden supply, and mobile home dealers	4	(D)	(D)	(D)	(D)
525	Hardware stores	2	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	8	(D)	(D)	(D)	(D)
531	Department stores ³	2	(D)	(D)	(D)	(D)
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	3	971	109	26	22
54	Food stores⁴	16	2 740	222	56	44
541	Grocery stores	9	1 918	125	25	20
55 ex. 554	Automotive dealers	5	686	81	37	20
554	Gasoline service stations	7	956	169	40	20
56	Apparel and accessory stores	71	23 494	4 159	1 074	654
561	Men's and boys' clothing and furnishings stores	18	5 901	1 214	314	181
562, 3, 8	Women's clothing and specialty stores and furriers	24	12 800	2 186	577	353
562	Women's ready-to-wear stores	17	11 091	1 963	524	315
565	Family clothing stores	7	1 100	164	45	25
566	Shoe stores	13	2 895	448	109	75
564, 9	Other apparel and accessory stores	9	798	147	29	20
57	Furniture, home furnishings, and equipment stores	37	13 501	2 720	616	305
5712	Furniture stores	22	8 768	1 760	420	197
5713, 4, 9	Home furnishings stores	5	867	155	34	16
572, 3	Household appliance, radio, television, and music stores	10	3 866	805	162	92
58	Eating and drinking places	86	16 042	4 363	936	886
5812	Eating places	85	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	14	5 996	806	183	141
59 ex. 591, 6	Miscellaneous retail stores⁵	81	(D)	(D)	(D)	(D)
592	Liquor stores	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	35	(D)	(D)	(D)	(D)
5992	Florists	4	1 064	320	77	46

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores ² -----	100	92 920	12 710	2 824	2 356
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	—	—	—	—	—
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores-----	5	46 920	6 723	1 471	1 375
531	Department stores ³ -----	5	46 920	6 723	1 471	1 375
533	Variety stores-----	—	—	—	—	—
539	Miscellaneous general merchandise stores-----	—	—	—	—	—
54	Food stores ⁴ -----	11	14 405	1 614	371	184
541	Grocery stores-----	4	13 667	1 469	340	142
55 ex. 554	Automotive dealers-----	—	—	—	—	—
554	Gasoline service stations-----	2	(D)	(D)	(D)	(D)
56	Apparel and accessory stores-----	31	12 944	1 683	391	293
561	Men's and boys' clothing and furnishings stores -----	7	3 489	512	111	64
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	5 166	628	142	135
562	Women's ready-to-wear stores -----	14	5 166	628	142	135
565	Family clothing stores -----	3	1 270	188	59	31
566	Shoe stores -----	7	3 019	355	79	63
564, 9	Other apparel and accessory stores -----	—	—	—	—	—
57	Furniture, home furnishings, and equipment stores-----	10	3 031	389	90	52
5712	Furniture stores -----	—	—	—	—	—
5713, 4, 9	Home furnishings stores -----	6	2 086	264	61	38
572, 3	Household appliance, radio, television, and music stores-----	4	945	125	29	14
58	Eating and drinking places-----	8	(D)	(D)	(D)	(D)
5812	Eating places -----	8	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	—	—	—	—	—
591	Drug and proprietary stores-----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	29	7 719	1 091	250	192
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores-----	21	5 665	803	180	140
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596; nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Richmond*					
	Retail stores²	1 970	962 637	145 744	34 683	21 300
52	Building materials, hardware, garden supply, and mobile home dealers	60	30 385	4 247	932	438
525	Hardware stores	27	4 388	667	161	94
52 ex. 525	Other	33	25 997	3 580	771	344
53	General merchandise group stores	43	133 385	35 141	8 597	5 599
531	Department stores ³	11	(D)	(D)	(D)	(D)
533	Variety stores	16	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	16	4 961	586	157	120
54	Food stores⁴	231	157 910	16 197	3 631	2 086
541	Grocery stores	162	150 706	14 919	3 335	1 825
55 ex. 554	Automotive dealers	139	217 662	22 833	5 339	1 684
554	Gasoline service stations	160	65 307	4 851	1 217	760
56	Apparel and accessory stores	181	48 633	8 006	1 991	1 325
561	Men's and boys' clothing and furnishings stores	35	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers	71	23 038	(D)	(D)	(D)
562	Women's ready-to-wear stores	56	20 948	(D)	(D)	(D)
565	Family clothing stores	17	2 177	286	78	60
566	Shoe stores	34	9 234	1 357	329	220
564, 9	Other apparel and accessory stores	24	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	168	45 835	7 863	1 841	932
5712	Furniture stores	62	23 496	4 431	1 004	457
5713, 4, 9	Home furnishings stores	47	8 814	1 591	430	226
572, 3	Household appliance, radio, television, and music stores	59	13 525	1 841	407	249
58	Eating and drinking places	498	98 429	23 807	5 542	5 520
5812	Eating places	476	(D)	23 080	5 370	5 337
5813	Drinking places (alcoholic beverages)	22	(D)	727	172	183
591	Drug and proprietary stores	69	35 435	5 246	1 255	788
59 ex. 591, 6	Miscellaneous retail stores⁵	421	129 656	17 553	4 338	2 168
592	Liquor stores	20	18 314	957	240	119
594	Miscellaneous shopping goods stores	175	33 349	5 159	1 230	792
5992	Florists	24	4 344	1 096	246	177

*For all establishments, including those with no payroll.

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Richmond, Va., SMSA					
	Retail stores ² -----	4 039	2 148 381	283 680	66 363	42 890
52	Building materials, hardware, garden supply, and mobile home dealers -----	147	73 768	9 442	2 035	1 015
525	Hardware stores -----	53	11 795	1 810	425	241
52 ex. 525	Other -----	94	61 973	7 632	1 610	774
53	General merchandise group stores -----	99	340 301	60 944	14 300	10 499
531	Department stores ³ -----	32	288 744	55 869	13 159	9 446
533	Variety stores -----	29	18 157	2 886	670	668
539	Miscellaneous general merchandise stores-----	38	33 400	2 189	471	385
54	Food stores ⁴ -----	541	446 516	43 764	10 076	5 390
541	Grocery stores -----	414	434 119	41 659	9 575	4 971
55 ex. 554	Automotive dealers -----	314	440 213	44 186	10 219	3 419
554	Gasoline service stations-----	406	193 639	15 096	3 694	2 308
56	Apparel and accessory stores-----	341	99 819	14 511	3 513	2 554
561	Men's and boys' clothing and furnishings stores -----	71	(D)	3 884	930	598
562, 3, 8	Women's clothing and specialty stores and furriers -----	137	45 726	6 600	1 636	1 273
562	Women's ready-to-wear stores -----	111	42 848	6 201	1 537	1 188
565	Family clothing stores -----	38	6 385	885	246	164
566	Shoe stores -----	63	18 730	2 606	589	424
564, 9	Other apparel and accessory stores -----	32	(D)	536	112	95
57	Furniture, home furnishings, and equipment stores-----	342	96 458	15 146	3 561	1 749
5712	Furniture stores -----	115	41 185	7 309	1 692	763
5713, 4, 9	Home furnishings stores -----	100	20 242	3 291	825	430
572, 3	Household appliance, radio, television, and music stores-----	127	35 031	4 546	1 044	556
58	Eating and drinking places-----	852	182 625	44 071	10 133	10 911
5812	Eating places -----	815	(D)	43 064	9 900	10 669
5813	Drinking places (alcoholic beverages) -----	37	(D)	1 007	233	242
591	Drug and proprietary stores -----	134	81 059	11 616	2 824	1 808
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	863	193 983	24 904	6 008	3 237
592	Liquor stores -----	41	34 451	1 684	421	189
594	Miscellaneous shopping goods stores -----	340	55 975	8 076	1 912	1 286
5992	Florists -----	57	8 677	2 038	443	344

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Richmond					
	Retail stores²	368	144 182	33 238	7 903	7 081
52	Building materials, hardware, garden supply, and mobile home dealers	3	333	67	17	17
525	Hardware stores	1	(D)	(D)	(D)	(D)
52 ex. 525	Other	2	(D)	(D)	(D)	(D)
53	General merchandise group stores	10	57 907	18 975	4 433	3 983
531	Department stores ³	2	(D)	(D)	(D)	(D)
533	Variety stores	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores	5	(D)	(D)	(D)	(D)
54	Food stores	23	3 079	217	57	60
55 ex. 554	Automotive dealers	7	5 157	588	135	62
554	Gasoline service stations	15	2 523	203	49	53
56	Apparel and accessory stores	67	25 000	4 332	1 014	908
561	Men's and boys' clothing and furnishings stores	14	4 983	996	224	169
562, 3, 8	Women's clothing and specialty stores and furriers	26	12 781	2 317	535	503
562	Women's ready-to-wear stores	17	11 534	2 091	475	445
565	Family clothing stores	10	3 606	484	117	105
566	Shoe stores	14	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores	43	15 160	2 549	588	364
5712	Furniture stores	28	11 758	1 919	460	273
5713, 4, 9	Home furnishings stores	4	588	124	17	13
572, 3	Household appliance, radio, television, and music stores	11	2 814	506	111	78
58	Eating and drinking places	99	11 520	3 087	790	980
5812	Eating places	97	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages)	2	(D)	(D)	(D)	(D)
591	Drug and proprietary stores	11	6 204	939	247	222
59 ex. 591, 6	Miscellaneous retail stores⁴	90	17 299	2 281	573	432
592	Liquor stores	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores	39	8 362	1 167	278	216
5992	Florists	6	1 102	260	63	47

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Richmond*			
	Retail stores ² -----	-9.2	26.7	58.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	3.3	44.2
525	Hardware stores -----	35.1	(D)	67.3
52 ex. 525	Other -----	(NC)	0.1	40.5
53	General merchandise group stores -----	(D)	-13.8	39.9
531	Department stores ³ -----	-15.7	(D)	53.6
533	Variety stores -----	-25.9	-13.7	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)
54	Food stores ⁴ -----	-11.0	31.6	58.8
541	Grocery stores -----	(NA)	31.2	59.2
55 ex. 554	Automotive dealers -----	(NC)	23.5	53.6
554	Gasoline service stations -----	-62.1	77.2	81.5
56	Apparel and accessory stores -----	-6.0	-2.0	36.6
561	Men's and boys' clothing and furnishings stores -----	18.4	-12.5	32.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	0.1	9.1	42.4
562	Women's ready-to-wear stores -----	-3.8	(D)	43.2
565	Family clothing stores -----	(NC)	(NC)	-23.1
566	Shoe stores -----	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	142.6
57	Furniture, home furnishings, and equipment stores -----	-10.9	13.6	47.8
5712	Furniture stores -----	-25.4	-10.7	12.3
5713, 4, 9	Home furnishings stores -----	47.4	89.0	102.8
572, 3	Household appliance, radio, television, and music stores -----	37.4	44.4	88.4
58	Eating and drinking places -----	39.3	90.1	105.0
5812	Eating places -----	33.9	93.2	(D)
5813	Drinking places (alcoholic beverages) -----	(D)	25.9	(D)
591	Drug and proprietary stores -----	-3.4	9.5	36.8
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	89.2	92.2
592	Liquor stores -----	-1.6	(D)	(D)
594	Miscellaneous shopping goods stores -----	(D)	74.4	98.8
5992	Florists -----	-3.4	(D)	(D)

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps.]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Richmond*					
52	Retail stores ¹ -----	13.6	6.1	100.0	100.0	100.0
	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.2	3.4
525	Hardware stores -----	(D)	(D)	(D)	0.5	0.5
52 ex. 525	Other -----	(D)	(D)	(D)	2.7	2.9
53	General merchandise group stores -----	(D)	(D)	(D)	13.9	15.8
531	Department stores ² -----	36.2	(D)	(D)	(D)	13.4
533	Variety stores -----	52.1	(D)	(D)	(D)	0.8
539	Miscellaneous general merchandise stores-----	19.6	2.9	0.7	0.5	1.6
54	Food stores ³ -----	1.7	0.6	2.1	16.4	20.8
541	Grocery stores -----	1.3	0.4	1.5	15.7	20.2
55 ex. 554	Automotive dealers -----	0.3	0.2	0.5	22.6	20.5
554	Gasoline service stations-----	1.5	0.5	0.7	6.8	9.0
56	Apparel and accessory stores-----	48.3	23.5	17.9	5.1	4.6
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	4.5	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and fitters -----	55.6	28.0	9.8	2.4	2.1
562	Women's ready-to-wear stores -----	52.9	25.9	8.5	2.2	2.0
565	Family clothing stores -----	50.5	17.2	0.8	0.2	0.3
566	Shoe stores -----	31.4	15.5	2.2	1.0	0.9
564, 9	Other apparel and accessory stores -----	(D)	(D)	0.6	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	29.5	14.0	10.3	4.8	4.5
5712	Furniture stores -----	37.3	21.3	6.7	2.4	1.9
5713, 4, 9	Home furnishings stores -----	9.8	4.3	0.7	0.9	0.9
572, 3	Household appliance, radio, television, and music stores-----	28.6	11.0	3.0	1.4	1.6
58	Eating and drinking places-----	16.3	8.8	12.3	10.2	8.5
5812	Eating places -----	15.8	8.5	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	16.9	7.4	4.6	3.7	3.8
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	(D)	13.5	9.0
592	Liquor stores -----	(D)	(D)	(D)	1.9	1.6
594	Miscellaneous shopping goods stores-----	(D)	(D)	(D)	3.5	2.5
5992	Florists -----	24.5	12.3	0.8	0.5	0.4

*Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

¹Includes sales from catalog order desks.

²Includes data not covered by SIC 541.

³Includes data not covered by SIC's 592, 594, and 5992.

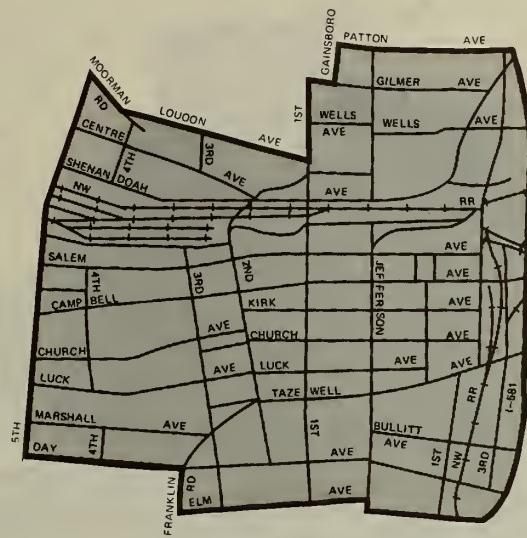
ROANOKE

Standard Metropolitan Statistical Area



ROANOKE

Central Business District

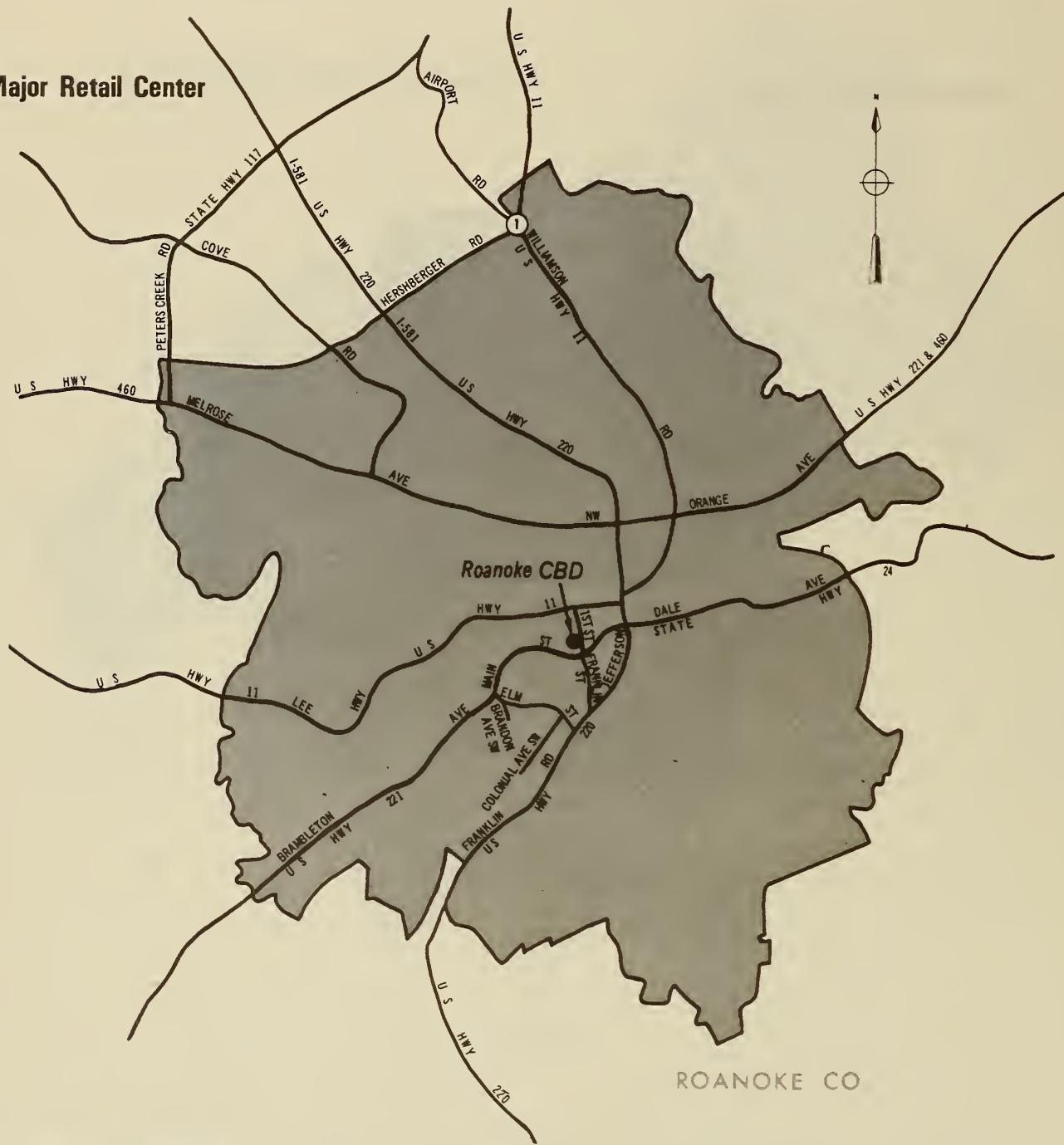


Comprising Census Tract 11



0 1000 2000 3000 4000 FEET

ROANOKE

Major Retail Center

- Central Business District
- ① Major Retail Center (boundary description is in appendix E)
- Central City

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area			Major retail center No. 1
			City	Central business district	
54, 58, 591	Retail stores: ^{1, 2}				
	Number -----	1 727	902	134	61
	Sales (\$1,000) -----	(D)	(D)	48 792	51 616
	Payroll entire year (\$1,000) -----	(D)	(D)	10 599	6 211
54, 58, 591	Paid employees for week including March 12 -----	(D)	(D)	1 573	1 031
	Convenience goods stores:				
	Number -----	642	335	37	16
	Sales (\$1,000) -----	(D)	121 086	7 252	16 133
53, 56, 57; 594	Shopping goods stores (GAF): ³				
	Number -----	451	278	69	33
52, 55, 59, ex. 591, 4, 6	Sales (\$1,000) -----	227 137	174 331	35 840	30 798
	All other stores:				
52	Number -----	634	289	28	12
	Sales (\$1,000) -----	(D)	(D)	5 700	4 685
Number of Establishments					
Retail stores ^{1, 2} -----					
52	Building materials, hardware, garden supply, and mobile home dealers -----	1 727	902	134	61
	73	31	3	-	3
525	Hardware stores -----	22	8	-	1
	Other -----	51	23	3	2
53	General merchandise group stores -----	59	33	6	4
	Department stores ⁴ -----	18	13	3	3
533	Variety stores -----	22	13	3	1
	Miscellaneous general merchandise stores -----	19	7	-	-
54	Food stores ⁵ -----	273	126	7	5
	Grocery stores -----	217	91	4	3
541	Automotive dealers -----	165	78	3	1
	Gasoline service stations -----	189	83	4	3
56	Apparel and accessory stores -----	114	82	26	11
	Men's and boys' clothing and furnishings stores -----	16	14	10	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	48	29	8	7
	Women's ready-to-wear stores -----	41	26	7	7
565	Family clothing stores -----	17	13	4	1
	Shoe stores -----	25	20	3	2
566	Other apparel and accessory stores -----	8	6	1	-
	Furniture, home furnishings, and equipment stores -----	144	82	18	9
5712	Furniture stores -----	43	27	11	-
	Home furnishings stores -----	37	19	1	3
	Household appliance, radio, television, and music stores -----	64	36	6	6
58	Eating and drinking places -----	317	185	27	8
	Eating places -----	297	172	24	8
5812	Drinking places (alcoholic beverages) -----	20	13	3	-
	Drug and proprietary stores -----	52	24	3	3
591	Miscellaneous retail stores ⁶ -----	341	178	37	14
	Liquor stores -----	10	5	1	1
592	Miscellaneous shopping goods stores -----	134	81	19	9
	Florists -----	22	8	2	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps.]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Roanoke CBD					
	Retail stores ² -----	134	48 792	10 599	2 504	1 573
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	10 778	2 295	532	514
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores-----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores-----	-	-	-	-	-
54	Food stores ⁴ -----	7	2 209	233	59	25
541	Grocery stores-----	4	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	3	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	4	261	27	11	11
56	Apparel and accessory stores -----	26	10 167	2 481	557	297
561	Men's and boys' clothing and furnishings stores -----	10	4 660	1 173	266	113
562, 3, 8	Women's clothing and specialty stores and furriers -----	8	3 740	964	202	126
562	Women's ready-to-wear stores -----	7	(D)	(D)	(D)	(D)
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	3	689	128	35	21
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores-----	18	10 507	2 167	548	235
5712	Furniture stores -----	11	7 784	1 297	326	154
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	6	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	27	3 473	880	213	193
5812	Eating places -----	24	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	1 570	228	66	38
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	37	8 346	1 994	446	229
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	19	4 388	1 098	243	143
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Roanoke*					
	Retail stores ² -----	902	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	31	(D)	1 887	455	226
525	Hardware stores -----	8	(D)	271	102	41
52 ex. 525	Other -----	23	(D)	1 616	353	185
53	General merchandise group stores -----	33	99 836	14 104	3 116	2 423
531	Department stores ³ -----	13	80 890	12 364	2 725	2 038
533	Variety stores -----	13	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	126	75 831	6 784	1 593	939
541	Grocery stores -----	91	70 483	6 059	1 416	801
55 ex. 554	Automotive dealers -----	78	95 392	9 261	2 072	869
554	Gasoline service stations -----	83	25 347	1 537	360	258
56	Apparel and accessory stores -----	82	33 772	5 492	1 266	899
561	Men's and boys' clothing and furnishings stores -----	14	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	29	(D)	2 269	502	427
562	Women's ready-to-wear stores -----	26	(D)	(D)	(D)	(D)
565	Family clothing stores -----	13	(D)	(D)	(D)	(D)
566	Shoe stores -----	20	5 564	811	194	137
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	82	24 755	3 775	927	441
5712	Furniture stores -----	27	10 559	1 435	358	180
5713, 4, 9	Home furnishings stores -----	19	3 634	664	151	96
572, 3	Household appliance, radio, television, and music stores -----	36	10 562	1 676	418	165
58	Eating and drinking places -----	185	31 840	8 037	1 829	1 967
5812	Eating places -----	172	30 627	7 829	1 780	1 908
5813	Drinking places (alcoholic beverages) -----	13	1 213	208	49	59
591	Drug and proprietary stores -----	24	13 415	1 889	535	306
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	178	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	5 869	342	83	34
594	Miscellaneous shopping goods stores -----	81	15 968	2 747	650	456
5992	Florists -----	8	(D)	246	57	27

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Roanoke, Va., SMSA					
	Retail stores² -----	1 727	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	73	29 181	3 144	736	424
525	Hardware stores -----	22	3 605	(D)	(D)	(D)
52 ex. 525	Other -----	51	25 576	(D)	(D)	(D)
53	General merchandise group stores -----	59	124 752	17 542	3 877	3 066
531	Department stores ³ -----	18	(D)	(D)	(D)	(D)
533	Variety stores-----	22	(D)	1 620	390	363
539	Miscellaneous general merchandise stores-----	19	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	273	176 976	15 883	3 666	1 982
541	Grocery stores-----	217	169 647	14 865	3 418	1 784
55 ex. 554	Automotive dealers -----	165	159 461	15 490	3 656	1 432
554	Gasoline service stations -----	189	67 125	3 871	928	676
56	Apparel and accessory stores -----	114	40 815	6 315	1 444	1 046
561	Men's and boys' clothing and furnishings stores -----	16	7 060	1 442	330	158
562, 3, 8	Women's clothing and specialty stores and furriers -----	48	20 672	2 783	619	532
562	Women's ready-to-wear stores -----	41	(D)	(D)	(D)	(D)
565	Family clothing stores -----	17	(D)	961	231	166
566	Shoe stores -----	25	6 194	920	215	157
564, 9	Other apparel and accessory stores -----	8	(D)	209	49	33
57	Furniture, home furnishings, and equipment stores-----	144	40 495	6 018	1 444	702
5712	Furniture stores -----	43	17 893	2 745	659	298
5713, 4, 9	Home furnishings stores -----	37	7 033	1 017	229	139
572, 3	Household appliance, radio, television, and music stores -----	64	15 569	2 256	556	265
58	Eating and drinking places -----	317	58 557	14 798	3 273	3 661
5812	Eating places -----	297	(D)	14 525	3 217	3 594
5813	Drinking places (alcoholic beverages) -----	20	(D)	273	56	67
591	Drug and proprietary stores -----	52	(D)	3 729	979	558
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	341	(D)	(D)	(D)	(D)
592	Liquor stores -----	10	11 449	640	157	62
594	Miscellaneous shopping goods stores -----	134	21 075	3 408	799	576
5992	Florists -----	22	2 504	566	134	95

¹For all establishments, including those with no payroll.²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).³Includes sales from catalog order desks.⁴Includes data not covered by SIC 541.⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Roanoke					
	Retail stores ² -----	167	56 522	11 226	2 674	2 392
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	749	132	33	22
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	749	132	33	22
53	General merchandise group stores -----	11	15 457	3 135	714	812
531	Department stores ³ -----	3	12 985	2 613	593	693
533	Variety stores -----	4	1 800	386	95	95
539	Miscellaneous general merchandise stores -----	4	672	136	26	24
54	Food stores -----	15	3 026	325	73	62
55 ex. 554	Automotive dealers -----	3	805	116	27	17
554	Gasoline service stations -----	7	624	100	20	22
56	Apparel and accessory stores -----	38	13 326	3 124	720	644
561	Men's and boys' clothing and furnishings stores -----	11	4 475	1 035	228	163
562, 3, 8	Women's clothing and specialty stores and furriers -----	11	6 060	1 547	362	340
562	Women's ready-to-wear stores -----	8	5 636	1 441	332	316
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 028	370	95	80
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	16	9 547	1 961	513	289
5712	Furniture stores -----	8	6 615	1 190	311	180
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	28	2 560	610	161	221
5812	Eating places -----	25	2 385	587	154	212
5813	Drinking places (alcoholic beverages) -----	3	175	23	7	9
591	Drug and proprietary stores -----	7	2 204	294	76	66
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	39	8 224	1 429	337	237
592	Liquor stores -----	4	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	15	2 891	621	139	106
5992	Florists -----	4	913	302	80	55

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Roanoke*			
	Retail stores ² -----	-13.7	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	9.3
525	Hardware stores -----	-	(D)	47.4
52 ex. 525	Other -----	(D)	-1.9	5.5
53	General merchandise group stores -----	-30.3	95.9	56.5
531	Department stores ³ -----	(D)	108.8	(D)
533	Variety stores -----	(D)	-20.2	(D)
539	Miscellaneous general merchandise stores -----	-	(D)	(D)
54	Food stores ⁴ -----	-27.0	33.4	60.5
541	Grocery stores -----	(NA)	31.0	58.8
55 ex. 554	Automotive dealers -----	(D)	87.7	77.5
554	Gasoline service stations -----	(NC)	63.7	92.6
56	Apparel and accessory stores -----	-23.7	(D)	25.7
561	Men's and boys' clothing and furnishings stores -----	4.1	-3.6	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-38.3	(D)	(D)
562	Women's ready-to-wear stores -----	(D)	47.4	62.2
565	Family clothing stores -----	-7.9	(D)	-16.1
566	Shoe stores -----	(NC)	(D)	(D)
564, 9	Other apparel and accessory stores -----	154.5	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	10.1	49.8	53.8
5712	Furniture stores -----	17.7	44.8	43.7
5713, 4, 9	Home furnishings stores -----	6.3	7.6	66.5
572, 3	Household appliance, radio, television, and music stores -----	-8.1	80.5	61.2
58	Eating and drinking places -----	35.7	72.2	92.1
5812	Eating places -----	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)
591	Drug and proprietary stores -----	-28.8	0.8	(D)
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	1.5	56.2	(D)
592	Liquor stores -----	-67.6	-30.0	6.8
594	Miscellaneous shopping goods stores -----	51.8	96.7	83.3
5992	Florists -----	(D)	(D)	19.5

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

(Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps)

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Roanoke*					
	Retail stores ¹ -----	(D)	(D)	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	2.8	(D)	(D)	3.9	(D)
525	Hardware stores -----	(D)	—	—	0.4	(D)
52 ex. 525	Other -----	3.1	(D)	(D)	3.5	(D)
53	General merchandise group stores -----	10.8	8.6	22.1	(D)	(D)
531	Department stores ² -----	(D)	9.6	(D)	(D)	13.0
533	Variety stores-----	14.0	9.7	(D)	1.6	1.4
539	Miscellaneous general merchandise stores-----	(D)	(D)	—	2.5	1.6
54	Food stores ³ -----	2.9	1.2	4.5	(D)	(D)
541	Grocery stores-----	(D)	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	(D)	(D)
554	Gasoline service stations-----	1.0	0.4	0.5	(D)	(D)
56	Apparel and accessory stores-----	30.1	24.9	20.8	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	(D)	66.0	9.6	1.3	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	18.1	7.7	3.5	(D)
562	Women's ready-to-wear stores -----	22.3	16.8	(D)	3.2	2.5
565	Family clothing stores -----	9.1	8.5	(D)	1.2	0.7
566	Shoe stores -----	12.4	11.1	1.4	(D)	(D)
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.2	0.1
57	Furniture, home furnishings, and equipment stores-----	42.4	25.9	21.5	(D)	(D)
5712	Furniture stores -----	73.7	43.5	16.0	(D)	(D)
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	(D)	(D)
58	Eating and drinking places-----	10.9	5.9	7.1	(D)	(D)
5812	Eating places -----	(D)	5.5	(D)	(D)	7.3
5813	Drinking places (alcoholic beverages) -----	(D)	20.6	(D)	(D)	0.2
591	Drug and proprietary stores -----	11.7	(D)	3.2	(D)	3.3
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	(D)	17.1	8.5	7.6
592	Liquor stores -----	(D)	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	27.5	20.8	9.0	(D)	(D)
5992	Florists -----	67.1	(D)	(D)	0.2	(D)

*Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

¹Includes sales from catalog order desks.

²Includes data not covered by SIC 541.

³Includes data not covered by SIC's 592, 594, and 5992.

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.
- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

Important - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this form and RETURN TO			BUREAU OF THE CENSUS 1201 East Tenth Street Jeffersonville, Indiana 47132			
Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

NOTICE - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,
please refer to this Census File Number

Employer Identification
Number

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

► **Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT** - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete items e through g.

a. Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; If different show corrections.

Same as
mailing label OR ►

b. Name of city, town, village, borough, etc. of physical location

Same as
mailing label OR ►

c. State

Same as
mailing label OR ►

d. ZIP code

Same as
mailing label OR ►

e. Type of municipality 1 City 4 Borough 7 Other - Specify
indicated in 1b 2 Town 5 Township

Mark (X) one 3 Village 6 Unincorporated 8 Don't know

f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

1 Yes

2 No

3 No legal boundaries

4 Don't know

g. Name of county (Louisiana parish) of physical location

► **Item 2 - EMPLOYER IDENTIFICATION NUMBER**

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

► **Item 3 - OPERATIONAL STATUS**

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

- 001 1 In operation
2 Temporarily or seasonally inactive
3 Ceased operation - Give date _____
4 Sold or leased to another operator } Give date _____ AND name, etc.

Figures only		
Month	Day	Year

Name of new owner or operator

Number and street

City State ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months

002

Important - Please read

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method

Acceptable method

004 1 YES
2 NO

► **Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977**

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil. Thou. Dol.

010

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 1 YES
2 NO

If "YES," report the amount of such taxes (DO NOT include taxes in 5a above)

Mil. Thou. Dol.

012

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above) →

013

► **Item 6 - PAYROLL AND EMPLOYMENT**

a. Payroll

(1) Total ANNUAL payroll in 1977 before deductions

Mil. Thou. Dol.

030

(2) Payroll for the FIRST QUARTER of 1977

031

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR 033 MAY 034 AUG 035 NOV

► Item 7 – METHOD OF SELLING – Mark (X) the ONE box which best describes this establishment's principal method of selling.

300 1 Selling at this establishment 2 Mail order (catalog selling) 3 House-to-house or telephone (direct selling) 4 Operating merchandise vending machines

► Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment.

302

1 YES
2 NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm.

► Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others)

304

1 YES →
2 NO — SKIP to item 10

Mark "YES" if any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.

■ Any department is operated by a subsidiary firm or the parent firm.

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c) Mil. Thou. Dol.	Are sales included in Item 5a? (d)	Is payroll included in Item 6? (e)
				307	308	309
				1 <input type="checkbox"/> YES	2 <input type="checkbox"/> NO	1 <input type="checkbox"/> YES
305 1						
305 2						
305 3						

► Item 15 – OWNERSHIP OR CONTROL – Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. Is this company owned or controlled by another company? 1 YES →
2 NO

Owning or controlling company

EI No. (9 digits)

_____ — _____

b. Does this company own or control any other company or companies? 1 YES →
2 NO

Owned or controlled company

EI No. (9 digits)

_____ — _____

► Item 16 – LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)

1 YES – Answer (b) and (c)

2 NO – Do not complete (b) and (c) below.
Review your report for completeness and accuracy and return.

Number of locations

b. At how many separate locations were these operations conducted during 1977?

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only	Physical location of each operation Name, address and ZIP code (a)	1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)	Kind of business of each location Describe (d)
		Sales and receipts	Mil. Thou. Dol.	081		
080	Name				084 MAR	085 MAY
	Number and street of physical location	Total annual payroll	082		086 AUG	087 NOV
	City	1st quarter payroll	083			088 Census use only

080	Name Number and street of physical location City	State	ZIP code	Sales and receipts	081		084 MAR	085 MAY	088 Census use only
				Total annual payroll	082		086 AUG	087 NOV	
				1st quarter payroll	083				
				Sales and receipts			MAR	MAY	
	TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)			Total annual payroll			AUG	NOV	
				1st quarter payroll					

APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report-ing form CB-	SIC code	Title	Report-ing form CB-
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
53	GENERAL MERCHANDISE GROUP STORES		5641	Children's and infants' wear stores	56
5311	Department stores	53A	5651	Family clothing stores	56
5331	Variety stores	53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Women's shoe stores	56
			5661 PT.	Children's and juveniles' shoe stores	56
			5661 PT.	Family shoe stores	56
54	FOOD STORES		5681	Furriers and fur shops	56
5411	Grocery stores	54	5699	Miscellaneous apparel and accessory stores	56
5422	Freezer and locker meat provisioners	54			
5423 PT.	Meat markets	54			
5423 PT.	Fish (seafood) markets	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5431	Fruit stores and vegetable markets	54	5712	Furniture stores	57A
5441	Candy, nut, and confectionery stores	54	5713	Floor covering stores	57B
5451	Dairy products stores	54	5714	Drapery, curtain, and upholstery stores	57B
5462	Retail bakeries—baking and selling	54	5719	Miscellaneous home furnishings stores	57B
5463	Retail bakeries—selling only	54	5722	Household appliance stores	57A
5499	Miscellaneous food stores	54	5732	Radio and television stores	57A
55	AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS		5733 PT.	Record shops	57B
5511 PT.	Dealers with domestic car franchise only	55A	5733 PT.	Musical instrument stores	57B
5511 PT.	Dealers with imported car franchise only	55A			
5511 PT.	Dealers with domestic, import car franchises	55A			
5521	Motor vehicle dealers—used cars only	55A	58	EATING AND DRINKING PLACES	
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Restaurants and lunchrooms	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Social caterers	58
5541	Gasoline service stations	55D	5812 PT.	Cafeterias	58
5551	Boat dealers	55C	5812 PT.	Refreshment places	58
5561	Recreational and utility trailer dealers	55C	5812 PT.	Contract feeding	58
5571	Motorcycle dealers	55C	5812 PT.	Ice cream, frozen custard stands	58
5599	Automotive dealers, n.e.c.	55C	5813	Drinking places (alcoholic beverages)	58

SIC code	Title	Report-ing form CB—	SIC code	Title	Report-ing form CB—
59	MISCELLANEOUS RETAIL STORES		MISCELLANEOUS RETAIL STORES—Con.		
5912 PT.	Drug stores	59A	5962	Automatic merchandising machine operators.....	58
5912 PT.	Proprietary stores	59A			
5921	Liquor stores	59G			
5931	Used merchandise stores	59G	5963 PT.	Furniture, home furnishings, equipment—direct selling	57A
5941 PT.	General line sporting goods stores	59C	5963 PT.	Mobile food service—direct selling	58
5941 PT.	Specialty line sporting goods stores.....	59C	5963 PT.	Books and stationery—direct selling	59B
5942	Book stores	59B	5963 PT.	Other direct selling	59G
5943	Stationery stores	59B	5982	Fuel and ice dealers, n.e.c.	59E
5944	Jewelry stores	59D	5983	Fuel oil dealers	59E
5945	Hobby, toy, and game shops	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores	59B	5992	Florists	59F
5947	Gift, novelty, and souvenir shops	59B	5993	Cigar stores and stands	59G
5948	Luggage and leather goods stores	59B	5994	News dealers and newsstands	59G
5949	Sewing, needlework, and piece goods stores	59B	5999 PT.	Pet shops	59G
5961 PT.	Department store merchandise—mail order	53A	5999 PT.	Typewriter stores	59B
5961 PT.	General merchandise, n.e.c.—mail order	53A	5999 PT.	Optical goods stores	59G
5961 PT.	Other mail-order houses	53A	5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

JOHNSON CITY-KINGSPORT-BRISTOL, TENN.-VA., SMSA¹

Consists of Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, Tenn.; and Bristol city³ and Scott and Washington Counties, Va.

LYNCHBURG SMSA

Consists of Lynchburg city,³ and Amherst, Appomattox, and Campbell Counties, Va.

NEWPORT NEWS-HAMPTON SMSA⁴

Consists of Hampton,³ Newport News,³ Poquoson,³ and Williamsburg³ cities, and Gloucester, James City, and York Counties, Va.

NORFOLK-VIRGINIA BEACH-PORTSMOUTH, VA.-N.C. SMSA⁵

Consists of Chesapeake,³ Norfolk,³ Portsmouth,³ Suffolk,³ and Virginia Beach³ cities, Va., and Currituck County, N.C.

¹ Retitled from Kingsport-Bristol, Tenn.-Va., SMSA and Carter, Unicoi, and Washington Counties, Tenn. were added since 1972 Economic Censuses.

² MRC data for this SMSA appear only in the Tenn. MRC report.

³ Independent of any county and considered a county equivalent.

⁴ Poquoson city added since 1972 Economic Censuses.

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL SMSA

Consists of Colonial Heights, Hopewell, and Petersburg cities, and Dinwiddie and Prince George Counties, Va.

RICHMOND SMSA⁶

Consists of Richmond city,³ and Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan Counties, Va.

ROANOKE SMSA

Consists of Roanoke and Salem cities, and Botetourt, Craig, and Roanoke Counties, Va.

WASHINGTON, D.C.-MD.-VA., SMSA⁷

Consists of the District of Columbia; Charles, Montgomery, and Prince Georges Counties, Md.; and Alexandria,³ Fairfax,³ Falls Church,³ Manassas,³ Manassas Park³ cities, and Arlington, Fairfax, Loudoun, and Prince William Counties Va.

⁵ Nansemond city deleted since 1972 Economic Censuses.

⁶ New Kent County added since 1972 Economic Censuses.

⁷ Manassas and Manassas Park cities added since 1972 Economic Censuses.

⁸ MRC data for this SMSA appear only in the D.C. MRC report.

APPENDIX E. Major Retail Centers

NEWPORT NEWS—HAMPTON, VA., SMSA

MRC No. 1—Includes the planned center known as "Riverdale Plaza" and establishments on Mercury Blvd. from Coliseum Dr. to Armistead Ave., and on Coliseum Dr. from Mercury Blvd. to Pine Chapel. (Hampton) (In tracts 103.01 and 105)

MRC No. 2—Includes the planned center known as "Coliseum Mall" bounded by Cunningham Dr., West Mercury Blvd., Interstate Highway 64, and Coliseum Dr. (Hampton) (In tract 103.01)

MRC No. 3—Includes the planned center known as "New Market Square Shopping Center" bounded by 79th St., New Market Dr., south side of Mercury Blvd. and Jefferson Ave., and establishments on West Mercury Blvd. from Orcutt Ave. to the Hampton city limits. (Hampton and Newport News) (In tracts 103.03 and 312)

MRC No. 4—Includes establishments on both sides of Mercury Blvd. from Chestnut Ave. to Pennwood Dr. (Hampton) (In tract 103.03)

MRC No. 5—Includes the planned center known as "Mercury Mall Shopping Center" and adjacent establishments on Mercury Blvd. and West Queen St. and on the south side of Mercury Blvd. from Queen St. to Greenwood Dr. (Hampton) (In tract 104)

MRC No. 6—Includes the planned center known as "Todds Shopping Center" and establishments along the north side of West Mercury Blvd. from Todds Ln. to Aspenwood Dr. (Hampton) (In tract 103.03)

MRC No. 7—Includes the planned centers known as "K-Mart," "Denbigh Mall," and "Warwick-Denbigh Shopping Center" and establishments on Oriana Rd. from the east property line of K-Mart to Warwick Blvd., on Denbigh Blvd. from Old Courthouse Way to Deloice Cresent, and on Warwick Blvd. from Stoney Run Creek to the south property line of Denbigh Mall. (Newport News) (In tract 322.01)

NORFOLK—VIRGINIA BEACH—PORTSMOUTH, VA.-N.C., SMSA

MRC No. 1—Includes the planned center known as "Arrowhead Shopping Center" and establishments in the area bounded by Freight Ln., Norfolk and Southern RR., the east property line of Arrowhead Shopping Center, Princess Anne Rd., Arrowhead Dr., Newton Rd., and the north property line of Arrowhead Shopping Center. (Virginia Beach, Va.) (In tract 460.01)

MRC No. 2—Includes the planned center known as "Southern Shopping Center at the intersection of Little Creek Rd. (State Hwy. 170) and Tidewater Dr. (State Hwy. 168). (Norfolk, Va.) (In tract 57.01)

NORFOLK—VIRGINIA BEACH—PORTSMOUTH, VA.-N.C., SMSA—Con.

MRC No. 3—Includes the planned center known as "College Park Square Shopping Center" and establishments on Military Hwy. from the Chesapeake city line to drainage feature and on Auburn Dr. from the Chesapeake city line to College Park Blvd. (Virginia Beach, Va.) (In tract 462.01)

MRC No. 4—Includes the planned centers known as "Suburban Shopping Center" and "Ward Corner" and establishments in the area bounded by the N & W RR., Virginian Ave., Louisiana Dr., Maycox Ave., Little Creek Rd., and Langford Ave. (Norfolk Va.) (In tracts 13, 14, and 15)

MRC No. 5—Includes establishments on W. 21st St. from Hampton Blvd. to Granby St. (Norfolk, Va.) (In tracts 36 and 37)

MRC No. 6—Includes the planned centers known as "Hilltop North Shopping Center" and "Hilltop West Shopping Center" and adjacent establishments on First Colonial Rd. and Laskin Rd. (Virginia Beach, Va.) (In tract 446)

MRC No. 7—Includes the planned centers known as "Hilltop Plaza" and "Hilltop Square" at the intersection of First Colonial Rd. and Laskin Rd. (Virginia Beach, Va.) (In tract 448.01)

MRC No. 8—Includes the planned center known as "Janaf Shopping Center" on the north side of Virginia Beach Blvd. between Glen Rock Rd. and North Military Hwy. (Norfolk, Va.) (In tract 69.01)

MRC No. 9—Includes establishments on Virginia Beach Blvd. from Little Neck Rd. to the drainage feature past Mustang Trail and on Lynnhaven Rd. from Mustang Trail to Virginia Beach Blvd. (Virginia Beach, Va.) (In tracts 422 and 426)

MRC No. 10—Includes establishments on Airline Blvd. from Kings Hwy. to Hodges Ferry Rd. (Portsmouth, Va.) (In tracts 116, 126 and 128)

MRC No. 11—Includes establishments on Virginia Beach Blvd. from Aragona Blvd. to the drainage feature east of Constitution Dr., on Independence Blvd. from Broad St. to Virginia Beach Toll Rd. (State Hwy. 44), on Constitution Dr. from Columbus Loop to the drainage feature north of Virginia Beach Blvd., on Kellam Rd. from Broad St. to Norfolk and Southern RR., on Talden Ave. from Potomac St. to Virginia Beach Blvd., on Potomac St. from Aragona Blvd. to Horace Ave., and on Columbus St. from Constitution Dr. to Kellam Rd. (Virginia Beach, Va.) (In tracts 410 and 456)

NORFOLK—VIRGINIA BEACH—PORTSMOUTH, VA.—N.C., SMSA—Con.

MRC No. 12—Includes the planned centers known as "Haygood Shopping Center" and "Pembroke Meadows Shopping Center" and establishments on Independence Blvd. from Pembroke Blvd. to the north property line of Haygood Shopping Center, on Witchduck Rd. from Pembroke Blvd. to Independence Blvd., and on Haygood Rd. from Ferry Plantation Rd. to Independence Blvd. (Virginia Beach, Va.) (In tracts 408, 410, 412, 414, and 416)

MRC No. 13—Includes the planned center known as "Pembroke Mall" bounded by Jeanne St., Constitution Dr., Virginia Beach Blvd., and Independence Blvd. (Virginia Beach, Va.) (In tract 410)

MRC No. 14—Includes the planned center known as "London Bridge Shopping Center" and establishments on Virginia Beach Blvd. from Lynn River Rd. to Laskin Rd., and on Great Neck Rd. from Old Great Neck Rd. to Virginia Beach Toll Rd. (State Hwy. 44). (Virginia Beach, Va.) (In tracts 426 and 448.01)

MRC No. 15—Includes the planned center known as "Princess Anne Plaza" and establishments on Virginia Beach Blvd. from Rosemont Rd. to Little Neck Rd. and on North and South Plaza Dr. from Maverick St. to Palms Dr. (Virginia Beach, Va.) (In tracts 422, 424, 426, and 428)

MRC No. 16—Includes the planned center known as "Military Circle Shopping Center," bounded by Virginia Beach Blvd., Glenrock Rd., Haggard Rd., Poplar Hall Dr., and North Military Hwy. (Norfolk, Va.) (In tract 69.01)

MRC No. 17—Includes the planned centers known as "Great Bridge Shopping Center," "Battlefield Shopping Center," "Town and Country Shopping Center," and "Wilson Village Shopping Center" and establishments on Battlefield Blvd. from Tilden Ave. to Johnstown Rd. (Chesapeake, Va.) (In tracts 209.04, 208.02, 210.01, 210.02, and 211.02)

MRC No. 18—Includes the planned center known as "Tower Mall Shopping Center" on Victory Blvd. between Belmont Ave. and the S.C.L. railroad tracks. (Portsmouth, Va.) (In tract 126)

PETERSBURG-COLONIAL HEIGHTS-HOPEWELL, VA., SMSA

MRC No. 1—Includes the planned centers known as "Walnut Mall Shopping Center" and "Walnut Hill Plaza" and establishments on S. Crater Rd. between South Blvd. and N & W RR. (Petersburg) (In tracts 109 and 110)

RICHMOND, VA., SMSA

MRC No. 1—Includes the planned centers known as "Regency Mall Shopping Center," "Ridge Shopping Center," and "Parham Plaza Shopping Center" and establishments on Parham Rd. from Holly Hill Rd. to the north property line of Parham Plaza, and on Three Chapt Rd. (Henrico County) (In tracts 2001.05 and 2001.06)

MRC No. 2—Includes the planned centers known as "Southside Plaza Shopping Center" and "Circle Shopping Center" and establishments on East Belt Blvd. from Hull St. to Midlothian Turnpike. (Richmond) (In tract 706)

MRC No. 3—Includes the planned center known as "Willow Lawn Shopping Center" bounded by Broad St., the east property line of the center, Monument Ave., and Willow Lawn Dr. (Henrico County) (In tract 2003.02)

MRC No. 4—Includes the planned center known as "Eastgate Mall Shopping Center" and establishments on Nine Mile Rd. from Meadow Spring Rd. to the Vepco power line. (Henrico County) (In tracts 2011.01, 2012.01 and 2014.01)

MRC No. 5—Includes the planned centers known as "Azalea Mall" and "Brookhill Azalea Shopping Center" and establishments on Azalea Ave. from Brook Rd. to Chamberlayne Ave. and on Brook Rd. from Westbrook Ave. to Bentley St. (Richmond, Henrico County) (In tracts 102, 2007, and 2008.02)

MRC No. 6—Includes the planned centers known as "Cloverleaf Mall Shopping Center" and "Beaufont Mall Shopping Center" at the intersection of Chippenham Pkwy. and Midlothian Tpke. (Chesterfield County) (In tracts 1001.03 and 1002.04)

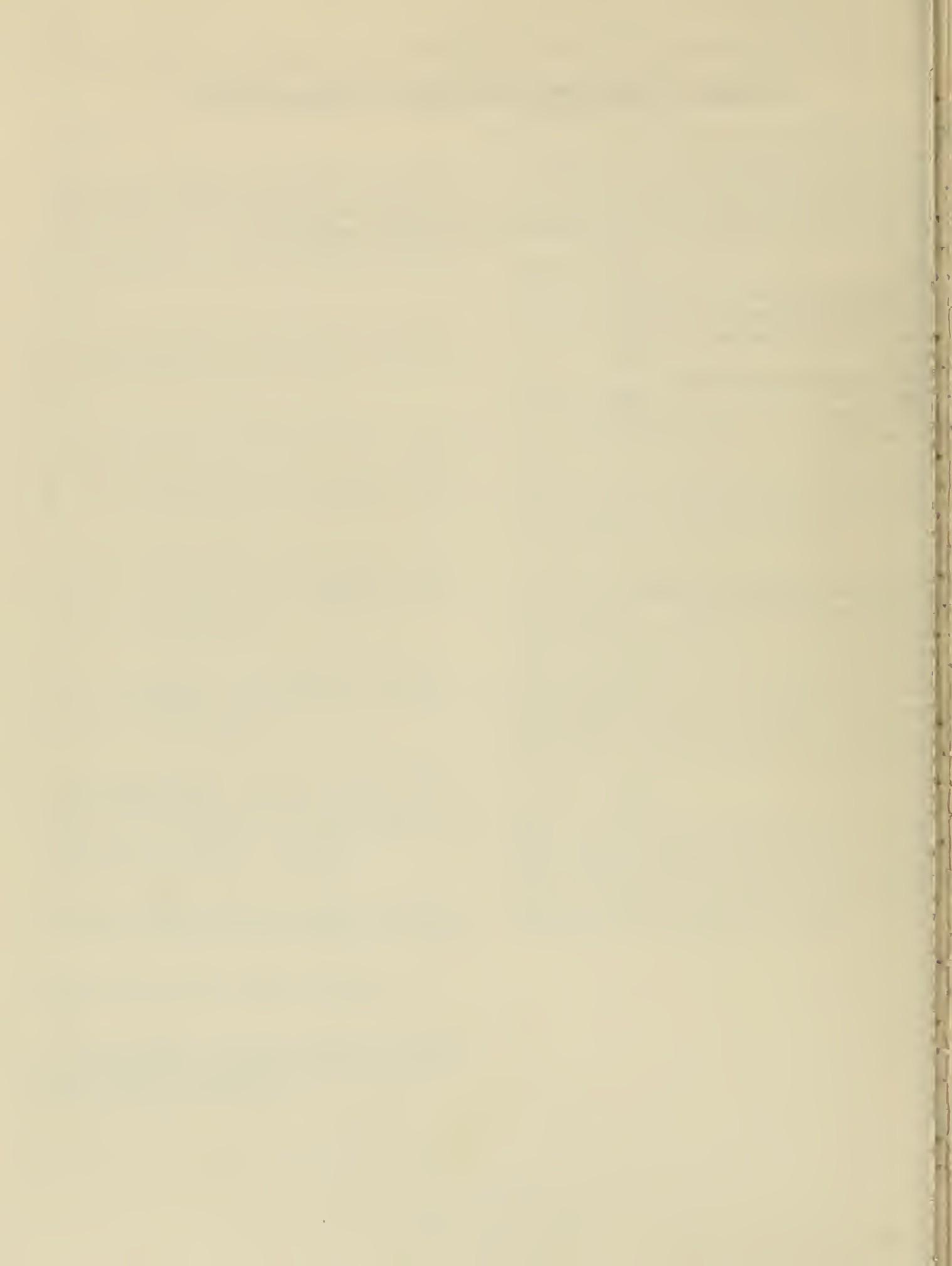
ROANOKE, VA., SMSA

MRC No. 1—Includes the planned center known as "Crossroads Mall Shopping Center" and establishments on Hershberger Rd. from Woodbury St. to Williamson Rd., on Williamson Rd. from Airport Rd. to Birchlawn Ave., on Airport Rd. from Maitland to Williamson Rd., and on Curtis Ave. from Williamson Rd. to Crossroads Rd. (Roanoke) (In tracts 3, 4, and 302)

APPENDIX F. Major Retail Center Delineation by Geographic Areas

Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and 'N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

AREA	MRC DELINEATOR
Lynchburg SMSA	N
Newport News-Hampton SMSA	CSAC
Norfolk-Virginia Beach-Portsmouth SMSA	CSAC
Petersburg-Colonial Heights-Hopewell SMSA	CSAC
Richmond SMSA	CSAC
Roanoke SMSA	F



PUBLICATION PROGRAM

1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

Final Reports

Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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